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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 1 NEW YORK, U. S. A., MONDAY, JULY 3, 1950 TEN CENTS

JUL 5 1950

Coast Meet to Set WB Sales And Ad Plans

Called 'Most Important' In the Firm's History

Warner Brothers plans what the home office describes as "the most important series of business meetings in the company's history," to take place at the company's Coast studios on July 13-15, with Ben Kalmenson, vice-president in charge of distribution, presiding.

Ben Kalmenson

On the agenda will be the setting of an all-phase Warner policy in addition to sales and advertising plans for the company's productions.

Attending the meeting in addition to the three Warner Brothers, Harry M.,

(*Continued on page 3*)

Hal Wallis Plans to Start Four in Fall

Hal Wallis, here from Hollywood, will put four productions into work for the fall and winter season, he disclosed at the weekend, as he prepared to sail from here this evening on the *Nieuw Amsterdam* for a combined business and pleasure trip to Europe.

On his return to Hollywood in September, Wallis will start "The Stooge" as a vehicle for Dean Martin and Jerry Lewis; "Night Man," a Burt Lancaster feature; "Quantrell's

(*Continued on page 2*)

Goldsmith Due Here On Producing Fund

Los Angeles, July 2.—Gloria Films Productions' president, I. G. Goldsmith, entrained here for New York at the weekend where he is expected to sign final papers for a $2,000,000 revolving fund to finance his own films. While in New York he also will confer with United Artists officials.

Goldsmith was in New York three weeks ago conferring with a financial group regarding the revolving fund.

AMPA to Salute The Trade Press

"Salute to the Trade Press" at a luncheon scheduled by Associated Motion Picture Advertisers president Harry McWilliams for the fall, will have Mort Blumenstock, Warner's advertising - publicity vice-president, as its chairman, it was announced by McWilliams on Friday. Blumenstock is a charter member of AMPA,

"AMPA offcers and members want to honor publishers of the trade press, as well as editors and members of their staffs for the encouragement given to advertising, publicity and exploitation over the years," stated Dave Bader, publicity director of AMPA.

UA Shelves Popkin Offer

With the Harry Popkin-Joseph Justman proposals for acquiring control of United Artists conditionally rejected by the UA board, UA principals are now slated to engage in discussions of other possible deals on the Coast this week.

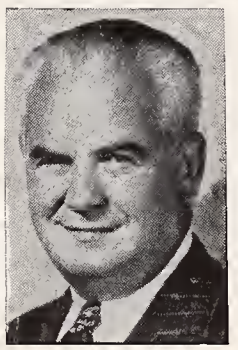
Arthur W. Kelly, executive vice-president, and Vitalis Chalif, board member, are scheduled to meet Mary Pickford and Charles Chaplin, co-

(*Continued on page 3*)

New Contract For Blumberg

The board of directors of Universal Pictures has approved a long-term contract for its president, N. J. Blumberg. Trade reports indicate that it is for a term of five years.

Action on the contract was taken on the eve of Blumberg's departure for England and the Continent, where he will confer with J. Arthur Rank and John Davis, and other members of the J. Arthur Rank Organization. He left here Friday by plane with Al Daff, Universal-International executive vice-president.



N. J. Blumberg

Blumberg went to Universal as president of the company on Jan. 1, 1938. He had resigned the post of

(*Continued on page 3*)

Mono. Plans Four in Cinecolor for Year

Monogram's releasing schedule for 1950-51 will include four pictures in Cinecolor, the same as in the 1949-50 schedule, it was disclosed Friday at the final session of a two-day sales conference held at the Hotel Warwick

(*Continued on page 3*)

Florida State, Paramount Enterprises Consolidate

Miami, July 2.—Eighteen Florida State theatres in the Palm Beach and Fort Lauderdale areas have merged with the 14 Paramount Enterprises theatres in the Greater Miami area, with Leon D. Netter, Florida State's general manager and executive vice-president, continuing in both capacities as head of the consolidation.

The merger of the two Paramount Theatres affiliates is a consequence of the divestiture ruling handed down in the industry anti-trust suit.

George Hoover, formerly general manager of Paramount Enterprises here, has been named divisional manager of the merged operation; Al Weiss, Jr., was appointed divisional supervisor, and Al Wilkie will head advertising-publicity-exploitation.

No Offer Yet, but E-L Would Sell Its Studio

Eagle-Lion (now one segment of the *de facto* consolidation known as Eagle Lion Classics) would sell its Coast studio promptly if it received a suitable offer, according to ELC president William C. MacMillen, Jr. The studio is in no way involved in the merger with Film Classics.

MacMillen pointed out that as yet the company has received no offers. He will be in Hollywood late this month for product conferences.

RFC Refuses Bischoff Loan For Production

See Little Chance for Other Bids for US Aid

Washington, July 2.—The Reconstruction Finance Corp. has turned down the application of independent producer Sam Bischoff for a $4,800,000 government loan to finance film production.

The RFC's action was a major setback to the hopes of independent producers to get government financial aid for filmmaking.

No official announcement was made of the RFC vote, but several top RFC officials confirmed that the action had been taken. There was no statement as to the reasons for the refusal.

Several other applications from other independent producers for smaller loans are still pending, but there is apparently little hope that they will be any more successful. Bischoff's application had been vigorously pressed, with Society of Independent Motion Picture Producers president Ellis Arnall and other officials lining

(*Continued on page 3*)

Reserve Decision in RKO, Reade Dispute

Decision has been reserved in New Jersey Superior Court, Trenton, in the suit by RKO seeking dissolution on court order of its partnership with Walter Reade in the operation of Trenton-New Brunswick Theatres. Judge Jayne indicated he might decide the case this month.

The RKO aim is for appointment of trustees who would direct the break-up of the partnership which it is forced to terminate in accordance

(*Continued on page 3*)

30 Days Added for 20th's Partner Splits

Department of Justice and 20th Century-Fox are expected to file a stipulation in U. S. District Court here this week which would extend the company's deadline for terminating exhibitor partnerships another 30 days, to July 30. The company is interested in the operation of five theatres in the West and has a minority interest in Golden Gate Theatres and T. and D., Jr., Enterprises, all of which must be disposed of.

Personal Mention

SAMUEL GOLDWYN and MRS. GOLDWYN are scheduled to arrive here Thursday from Europe.

•

JOHN NATHAN, Paramount European and Continental general manager; GREGOR RABINOVICH, producer, and MRS. RABINOVICH; PETER SHAW and his wife, ANGELA LANSBURY, and TYRONE POWER and JACKIE COOPER were among the passengers who sailed from here Saturday on the *S.S. Queen Elizabeth* for Europe.

•

PAUL B. RICHMAN of Warner's home office theatre accounting department, and MRS. RICHMAN are the parents of their second child and first daughter, born last week at the Park West Hospital here.

•

AL LOWE, United Artists foreign department division manager, was due here at weekend from Havana, following a seven-week tour of Latin America.

•

BILL LYON, of M-G-M's studio publicity department, will leave here tomorrow for the Coast, following a Bermuda vacation.

•

BARNETT SHAPIRO, Coast attorney for Monogram, has returned to Hollywood from New York.

•

NORMAN MORAY, Warner short subject sales head, has returned to New York from Hollywood.

Air, TV 'Plug' for 'Eagle and Hawk'

Approximately 85 radio and television stations in New York, Washington, Chicago and other Midwest cities are carrying a 50-second film and radio transcription featuring John Payne to promote his new Paramount picture, "The Eagle and the Hawk."

The picture will open at the New York Paramount Theatre on Wednesday.

20th-Fox Film Scans Years Since 1918

Twentieth Century-Fox is now in the process of completing a feature entitled "Farewell to Yesterday," a story covering the last 30 years of world history, starting with the end of World War I and following through the present.

Correction

A. W. Schwalberg is president of Paramount Film Distributing Corp., and not vice-president, as inadvertently stated in these columns Friday.

No Paper Tomorrow

***Motion Picture Daily* will not be published tomorrow, Independence Day, a legal holiday.**

Senate Finance Unit Meets Today on Tax Hearings Schedule

WASHINGTON, July 2.—The Senate Finance Committee is scheduled to meet tomorrow to go over plans for holding hearings and acting on the House-approved tax bill.

If all goes well, hearings will start Wednesday and probably be held down to about two weeks. Representatives of the Council of Motion Picture Organization's tax committee have already asked for a chance to be heard to argue for full repeal of the 20 per cent admission tax. The House bill cuts it only to 10 per cent.

Most Senators approve the excise cuts and tax relief for smaller corporations in the House bill. They are critical, however, of the boost in taxes for large companies and some of the so-called loophole plugging, and the big question is just how the Senators will try to get a balanced bill.

Legal Row Settled By Korda, Goldwyn

LONDON, July 2.—Sir Alexander Korda disclosed at a press meeting here that his suit against Samuel Goldwyn and the latter's counteraction against Korda, centering on their co-production of "The Illusive Pimpernel," have been withdrawn and Goldwyn will distribute the film in the Western Hemisphere as called for in the original agreement. Goldwyn, who participated in the financing of the film, had been dissatisfied with a few of the sequences and this led to the court dispute.

To Act for Comedians

Dean Martin and Jerry Lewis, comedy team, have signed Hollywood Enterprises as their representatives in the commercial licensee royalty field.

Johnston Commends Reels on Korean Job

Washington, July 2.—Newsreel editors and their staffs were commended at the weekend by Eric Johnston, Motion Picture Association of America president, on their "outstanding" coverage of the Korean crisis during the past week.

"In a way no other medium of expression could approach, the newsreels have taken the public to the scene of action" wherever it might be, Johnston's message stated.

9 of 'The 10' Are Now Serving Terms

WASHINGTON, July 2.—Samuel Ornitz, former film writer, was sentenced to a year in jail and a $1,000 fine on Friday for contempt of Congress during the 1947 House Un-American Activities Committee hearings. He started serving sentence immediately.

Ornitz had asked for a suspended sentence on the ground he needed special medical treatment for a small fibrous growth on his jaw, but after hearing expert medical opinion, Judge Pine ruled that the matter could safely be looked after in prison.

All but one of the "Unfriendly Ten" are now in jail, seven serving one-year sentences and two serving six-month terms. The tenth, former producer Adrian Scott, has been found guilty but is recovering from an operation and sentencing was deferred until late August.

Attorneys for the eight found guilty here Thursday were still considering today whether or not to appeal. Indications were an appeal attempt would be made.

Newsreel Parade

THE crisis in Korea and the canonization of an 11-year-old child by Pope Pius are current newsreel highlights. Other items include the Lake Michigan plane crash and the New York harbor collision. Complete contents follow:

MOVIETONE NEWS, No. 35—United States acts to halt Red invasion of Korea. Freighter crashes in New York harbor. Pope Pius canonizes new saint. Rodeo in Salinas, Cal.

NEWS OF THE DAY, No. 278—United States in fight against Reds in Koreo. Ships collide in New York harbor. Mother sees girl elevated to Sainthood. Rodeo. Daredevils.

PARAMOUNT NEWS, No. 90—Golf thriller. Liner, freighter crash in New York harbor. Women in the news: Princess Elizabeth, Mrs. Alben Barkley. The Korea crisis.

TELENEWS DIGEST, No. 26-B—Korean war background. Fifth column in Koreo. Lake Michigan plane disaster. New York harbor collision. Rome: Pope Pius makes child a Saint. Holland: ECA aid.

UNIVERSAL NEWS, No. 365—Korean crisis. Ship collision in New York. Air crash in Great Lakes. Cannonization in Italy. *S.S. President Jackson* launched. Pistol shooting expert.

WARNER PATHE, No. 92—Korean crisis. News roundup. Ship collision in New York harbor. Plane crash in Michigan. Pope Pius elevates girl to Sainthood. Fashions. Sports: golf.

'Carrie Ames' Role To Jennifer Jones

Jennifer Jones has been signed to co-star opposite Laurence Olivier in William Wyler's production of "Carrie Ames" for Paramount. She will play the title role in this drama based on Theodore Dreiser's "Sister Carrie." It will mark Miss Jones' return to the screen for the first time since her marriage to David O. Selznick.

Olivier will arrive in New York from England early in August. "Carrie Ames" is scheduled to start about two weeks before he arrives, with Wyler arranging shooting so that there will be no conflict. This will be Olivier's first trip to Hollywood in a decade.

Four Films Started, Five Are Completed

HOLLYWOOD, July 2.—The production tally sheet again dropped one point to a total of 29. Four pictures started, while five were completed.

Started were: "Fury of the Congo" (Columbia); "Trail of Robin Hood" (Republic); "For Heaven's Sake" and "The Jackpot" (20th Century-Fox). Completed were: "Counterspy Meets Scotland Yard" and "Gene Autry and the Mounties" (Columbia); "I Killed Geronimo" (Eagle Lion); "Tall Timber" (Monogram); "The Black Hills" (Republic).

Hal Wallis' Plans

(*Continued from page* 1)

Raiders," to star Charlton Heston, and "Sound of Years," to be directed by Robert Rossen.

While in Europe, Wallis will attend a world premiere of "September Affair" in Rome, scheduled for early September, and will also be on hand for sessions of the Film Festival at Venice. "September Affair" will be Paramount's entry in the competition.

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2,057 Theatres Now Operate in Argentina

Washington, July 2.—The Argentine government reports that there are now 2,057 theatres operating in the country, excluding 16mm. theatres.

This was relayed by the U. S. Commerce Department, which also reported that there is increasing dissatisfaction [illegible] the informal and self-imp[illegible] maximum admission prices now in effect, which producers say are "ridiculously low."

Pentagon Gets 105 More Rank Features

Pentagon Pictures Corp., New York, has acquired 105 J. Arthur Rank British-made features for distribution in the U. S., Alaska and Hawaii. They are additional to the 27 announced last week which gives the company a total of 132 pictures of British origin.

Bert Goldberg, sales executive for the company, estimates that the deal calls for an initial layout by Pentagon of over $500,000 for prints and advertising. Pentagon plans to release three of the original 27 as "specials" backed by nationwide exploitation and advertising campaigns. The first two, "Men of Two Worlds" and "London Town," are in Technicolor. The other is "Eureka Stockade."

RFC Refuses

(*Continued from page* 1)

up behind it as a test case.

The RFC has had a long-standing policy against making loans to finance films, radio stations or other means of communication. There had been no case involving any such loan before the Commission recently, however, and it had been hoped the Commission was ready to reverse its stand.

"This is the type of loan we are not encouraging under the present law," one top RFC official said. He admitted that things might change if Congress passed legislation to liberalize RFC loaning policy, such as proposed in the Administration's small-business bill.

RKO, Reade Dispute

(*Continued from page* 1)

with its consent decree in the industry anti-trust suit.

Reade contends that the partnership agreement provides that in the event of sale of one of the partner's interests, that the other partner has an automatic option to buy at the book value of the stock. RKO has said it is willing to buy or sell, but at market value which it estimates at $1,500,000. RKO owns 50 per cent and Reade owns 25 per cent. The remaining 25 per cent is held by the Frank Storrs estate which is aligned with Reade.

Meanwhile, the operating committee which controls the circuit's affairs pending the litigation has been given court approval to continue in that capacity for another 30 days, to Aug. 1. The group is comprised of Sol Schwartz for RKO, Frank S. Hirst for the Storrs estate and Walter Reade, Jr.

Reviews

"Trigger, Jr."

(*Republic*)

A GRAB-BAG of entertainment in the Western mode is offered by Republic in "Trigger, Jr." The film has much for all Roy Rogers' fans.

Trigger, Jr., son of Trigger, "the smartest horse in the movies," makes his appearance; the Riders of the Purple Sage are on hand, as usual, to give their music; there is Republic's Trucolor, which helps immensely; and, importantly, the Raynor Lehr circus performs as "Roy Rogers' Western Show." Therefore, added to a story about skullduggery by a range "protective association" and a "killer" horse, is a circus show with seals, pelicans, chimpanzees, acrobats, bike riders, lions, tight-wire walkers, clowns and other carnival trappings. Associate producer Edward J. White and director William Witney did well with a tight, cohesive script by Gerald Geraghty.

The story, briefly, tells of Rogers' use of crotchety former carnival owner George Cleveland's ranch as winter quarters for the show. All forces are shortly joined to resist the blandishments of Grant Withers "Range Patrol," a racket, and then to crack down a killer horse which Withers let loose. In the process of bringing Withers to justice, there are several horse battles, some stampedes, a good deal of fisticuffing and shooting, and epic battles between the killer horse and Trigger.

Running time, 68 minutes. General audience classification. Release date, June 30.

"Kill or Be Killed"

(*Juno Productions—Eagle Lion Classics*)

A SOUTH AMERICAN background and the suspense of a jungle manhunt are the main selling points in "Kill or Be Killed," a drama presenting the not very unusual situation of an innocent murder suspect tracking down the real criminal, thus clearing himself. Producer Walter Jurmann and director Max Nosseck had done an adequate job with the screenplay by Nosseck, Arnold Phillips and Lawrence Goldman.

An American engineer, Lawrence Tierney, finds himself on the run when he is falsely accused of murder. Escaping on a tramp steamer, he falls in love with a girl who is married to a plantation owner. The latter subsequently hires Warren for his jungle operations. When Tierney's identity becomes known to his employer, who is one of those responsible for the murder, his life is endangered. Finally Tierney defeats the bad men and is able to return to the girl. The cast includes George Coulouris and Marissa O'Brien.

Running time, 68 minutes. General audience classification.

WB Meeting

(*Continued from page* 1)

Jack L. and Major Albert, will be the following home office executives:

Samuel Schneider, vice-president; Mort Blumensotck, vice-president in charge of advertising and publicity; Norman Moray, short subject sales manager; Roy Haines, Western division manager; Jules Lapidus, Eastern and Canadian division manager; John Kirby, Southern division manager; Ed Hinchy, head of the playdate department; I. F. Dolid; Bernard R. Goodman, supervisor of exchanges, and R. A. McGuire, auditor of exchanges.

District managers attending will be Norman J. Ayers, Eastern district, with headquarters in New York; Robert Smeltzer, Mid-Atlantic, Washington; F. D. Moore, Central, Pittsburg; Hall Walsh, Prairie, St. Louis; W. O. Williamson, Jr., South Eastern, Atlanta; Doak Roberts, Southwestern, Dallas; Henry M. Herbel, West Coast, Los Angeles, and Haskell M. Masters, Canada, with headquarters in Toronto.

Blumberg Contract

(*Continued from page* 1)

vice-president in charge of theatre operations of RKO to join Universal.

Blumberg is the only company officer to have a contract. All "U" officers' contracts expired several years ago, at which time officers took voluntary salary cuts and agreed to continue without new contracts. The expired contracts were uniformly for seven years each.

Monogram Releases

(*Continued from page* 1)

here. The conference was slated originally to run through Saturday but was shortened in consequence of quicker disposal of the agenda than was expected. Friday's meeting devoted considerable attention to the company's plans for the release of the series of "Little Rascals" reissues. These will be distributed at the rate of two-a-month.

Steve Broidy, Monogram-Allied Artists president, who presided at the sessions, left here Friday for the Coast, where he will determine the total number of productions which the company will have on its 1950-51 releasing schedule. Others who attended the meetings were vice-president Harold Mirisch, general sales manager Morey Goldstein; Eastern sales manager L. E. Goldhammer; Southwest division manager Jim Prichard; Western sales manager Harold Wirthwein; executive vice-president Edward Morey; exchange supervisor Lloyd Lind.

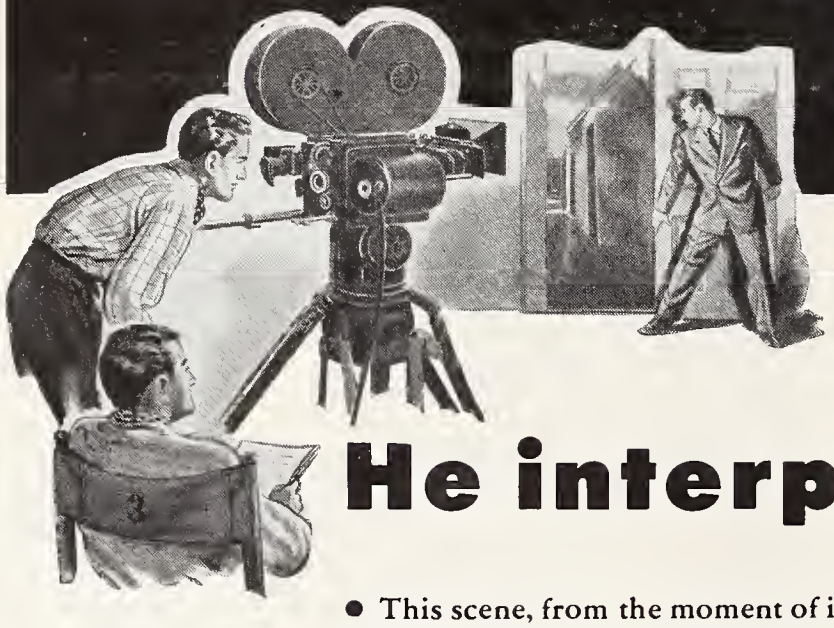
UA-Popkin Offer

(*Continued from page* 1)

owners of the outstanding stock, on the subject in Hollywood.

The projected Popkin deal, basis for which was a guaranty of product, was turned down by the UA board at a meeting here last Thursday but with the proviso that it may be reconsidered at a later date and possibly in some revised form.

That deals other than with Popkin had been advanced was reported by *Motion Picture Daily* last Tuesday when it was said one of the prospects was especially promising.



He interprets with light...

● This scene, from the moment of its conception, had dramatic *possibilities.* But it was the director of photography who made them more than possibilities.

His was the creative skill, the spectacular, interpretive use of light that produced actual drama, vivid, gripping . . . his the perceptive use of photography that made the scene an intense moment of visual reality.

To get the utmost from his special skill, his creative ability, the director of photography naturally wants a superior film, one on which he can depend, one perfectly suited to the conditions and circumstances under which he's working. That's why he so often prefers Eastman Plus-X for general studio and outdoor use . . . and why he turns to Eastman Super-XX for use under adverse lighting conditions.

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FIRST NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. [illegible] NEW YORK, U.S.A., WEDNESDAY, JULY 5, 1950 TEN CENTS

NLRB Will Not Rule on Local Labor Fights

Non-Autonomous Houses Only Subject to Hearing

WASHINGTON, July 4.—The National Labor Relations Board today said it would not take jurisdiction over labor disputes in theatres which are local operations rather than parts of an integrated interstate circuit.

A three-man NLRB panel had said that labor disputes in non-chain theatres did affect interstate commerce, and so the Board could take jurisdiction over them if it wanted to. However, the three members said, "because such operations are essentially local in character, we find that it would not effec-

(*Continued on page 4*)

Chadwick Sets Last Meetings of Tour

HOLLYWOOD, July 4.—I. E. Chadwick, president of the Independent Motion Picture Producers Association, will be the guest of Des Moines exhibitors at a luncheon there on July 10 at the Standard Club. The meeting is one of a nationwide series during which Chadwick has been stressing the need of greater cooperation between exhibitors and the independent producers whom he represents.

The tour will be concluded on July 17 at Denver where Chadwick will be a dinner guest of exhibitors there at the Brown Palace Hotel.

100% of Realart's Stock Held by Broder

Jack Broder of Los Angeles has acquired 100 per cent of the capital stock of Realart Pictures, Inc., and has been elected chairman of the board in addition to the office of president.

New board of directors now consists of Broder, Budd Rogers, Simon Lipson, Charles Rubiner, Carroll Puciato, and William Schulman. Lipson has also been elected secretary-treasurer.

SAG Bids TVA To Negotiate For All Actors

HOLLYWOOD, July 4.—In a move which, it was said, may have far-reaching consequences in the talent unions' television dispute, Screen Actors Guild last night challenged a new union, the Television Authority, to proceed immediately to negotiate improved wages and conditions for performers in "live" television shows.

In a statement addressed jointly to the management of tele-

(*Continued on page 4*)

Senate Hearing on Tax Action Today; See Bill by July 20

WASHINGTON, July 4.—The Senate Finance Committee is going ahead with plans to work over the House-approved tax bill, and has set July 20 as a target date for having the bill ready for action on the Senate floor.

After an executive session of the Committee yesterday, chairman George (D., Ga.) said the Committee would open hearings tomorrow with testimony from Secretary Snyder, and hoped to have the hearings completed by the end of next week. He said witnesses should not duplicate testimony given to the House Ways and

(*Continued on page 2*)

McCONNELL BLASTS BIDDING SYSTEMS

Wilson Can't Confirm New Date for Meet

London, July 4.—The Parliamentary schedule of Harold Wilson, president of the Board of Trade, is momentarily so tight that he has been unable as yet to confirm the proposed date of July 18 for the resumption of the Anglo-U. S. film remittance negotiations with Eric Johnston, Motion Picture Association of America president, and Ellis Arnall, president of the Society of Independent Motion Picture Producers.

U. K. Financed 16 Films in 3 Months

LONDON, July 4.—The National Film Finance Corp. announces that in the three months ended June 30, loans to 14 companies were approved for the production of 16 films.

President of the Board of Trade Harold Wilson gave Commons his first intimation that he might like to see NFFC placed on a permanent footing, rather than continue as an emergency agency.

Wilson also remarked during debate in Commons that British film

(*Continued on page 4*)

Jackson Park Legal Web Seen Reopened in Fall; Bidding Called A Farce

By JIMMY ASCHER

CHICAGO, July 4.—Re-opening of the vast web of legal entanglements that have existed here since the Jackson Park decree went into effect in Nov., 1948 (entered in 1946) is seen slated for a hearing next fall in the U. S. District Court of Judge Michael Igoe.

In a 21-page reply to the recent petition filed by defendants Balaban and Katz in district court seeking relief and modification from the two-week Loop limitation imposed by the decree, Jackson Park attorney Thomas McConnell today blasted the defendants and further attacked the so-called new methods of selling adopted

(*Continued on page 4*)

NY 1st-Run Income Up; Two Open Big

Strong weekend evening trade and the extra holiday revenue yesterday more than compensated for the matinee business which has been hampered by the heat at New York's first-runs this week. With seven new films in town the income is good generally and unusually high at a few spots.

"Destination Moon" is plenty strong at the Mayfair where income for the first week, which ended Monday night, skyrocketed to an estimated $45,000, representing the best gross the theatre has had in many months.

Business is excellent at the Music

(*Continued on page 2*)

Rules Out RFC As Money Source for Production

WASHINGTON, July 4.—The decision of the Reconstruction Finance Corp. to reject Sam Bischoff's application for a $4,800,000 government loan to finance film production must be interpreted more as indicating a policy against loans to information media than as a reflection on Bischoff's financial status, a top RFC official said today.

"It's just that we never made loans to produce movies or run newspapers, and we're continuing that policy," he declared. He predicted that two or three other still-pending applications for loans to finance film production would also be turned down.

This RFC official cited testimony recently given by RFC Chairman Harley Hise to a Senate banking subcommittee studying RFC loan policies. Explaining RFC loan standards, Hise said that there were "certain types of enterprises to which the corporation does not make loans, such as concerns engaged in radio or television broadcasting, production of movies, or enterprises publishing newspapers and periodicals, for the reason that the corporation does not wish to appear to be in a position to exercise control over or influence even indirectly concerns having an editorial policy or which are engaged in disseminating news."

The only film loan RFC has made in recent years was one to Hal Roach Studios immediately after the war, and that was designed to finance reconverting and remodeling the studios rather than to finance the production of any specific film.

Wisconsin AITO Has A Promotion Clinic

Milwaukee, July 4. — Ben Marcus, president of the AITO of Wisconsin, announces that there has been "overwhelming enthusiasm" shown for the sales promotion clinic that is now being organized. The clinic will cover all phases of selling pictures and will assist members with campaigns on pictures. It will go into full swing in August.

Personal Mention

ROBERT MONTGOMERY will arrive here tomorrow from Berlin, where he attended the Congress for Cultural Freedom as a representative of the U. S. State Department.

•

GEORGE BOLES, assistant to the superintendent at Universal-International studio, and his young son spent the holiday in San Francisco, where he was at one time manager of the Golden Gate Theatre.

•

WILLIAM A. SCULLY, Universal-International sales vice-president, was in San Francisco from Hollywood over the holiday. He plans to leave the Coast for New York on Friday.

NY 1st Run Income

(*Continued from page* 1)

Hall where "Next Voice You Hear . . ." along with the holiday stage show is likely to climb to an estimated $150,000 in its initial week. "Fifty Years Before Your Eyes" is providing record business for five Embassy Newsreel Theatres in the Metropolitan area, totalling a gross close to $33,500 for the first week and is holding over.

"Crisis" with Ralph Flanagan's orchestra on stage opened at the Capitol yesterday, following "Asphalt Jungle." The latter, teamed with Charlie Spivak's orchestra, wound up its third and final week with about $37,000 on the books, representing good business. "White Tower" is fairly strong at the Criterion where the initial week's take is figured at $24,000. "Without Honor" should reach about $14,000 in an adequate first week at the Globe. "If This Be Sin" is mild at the Rivoli which looks for about $12,000 in its opening week.

"Annie Get Your Gun" is holding up well at Loew's State where the seventh week's business looks like $17,500. "The Lawless" has an estimated gross of $14,000 for a second week at the Astor, meeting requirements. "Secret Fury" with Jack Carter and Gloria DeHaven among others in person gave the Paramount about $53,000 in a moderate second and final week. It will be followed by "Eagle and the Hawk" today.

"Bright Leaf" with Tommy Dorsey's orchestra on stage should bring the Strand about $28,000 in a fair third and final week; next at the Strand will be "Flame and the Arrow," due on Friday. "The Gunfighter" with Robert Merrill topping the stage bill has about $50,000 in prospect for a sluggish second and final week at the Roxy; it will be replaced on Friday with "Where the Sidewalk Ends."

At the Victoria, "Third Man" is figured to gross close to $8,000 in a good 22nd week. "Rocking Horse Winner" probably will draw about $6,500 in a fair-enough fourth week at the Park Avenue.

Victory is in sight! One final push! Write, wire, talk to your Senators. Ask REPEAL of 20% tax! —COMPO

Three Poster Firms Name Distributors, NSS in Trust Suit

PHILADELPHIA, July 4.—Asking unspecified damages over a period of six years, three independent distributors of advertising posters have filed an anti-trust action in U. S. District Court here against National Screen Service and 12 film distributors charging conspiracy and monopoly in the distribution of film advertising material.

Plaintiffs are Midwest Poster Exchange, Chicago; Theatre Advertising Co., Washington, and Charlotte Poster Exchange, Charlotte.

They charge that the companies and National Screen "entered into an agreement . . . whereby the Screen Service firm has acquired sole and exclusive rights to manufacture and distribute poster advertising."

Other defendants are Loew's, 20th Century-Fox, RKO Radio, Columbia, United Artists, Eagle Lion, Film Classics, Warner, Paramount, Universal, Monogram and Republic.

Attorneys and executives of National Screen Service in New York were not available for comment on the Philadelphia court action on Monday.

Osborne Is Named Ass't Export Head

Monogram International's William E. Osborne has been appointed assistant export manager by Norton V. Ritchey, president of the Monogram subsidiary.

D. L. Hartley Services

KANSAS CITY, July 4.—Funeral services were held here yesterday at St. Paul's Episcopal Church for D. L. Hartley, motion picture editor of *The Star*. Hartley died Saturday at 56. Burial was in Council Grove, Kan.

Pinanski in Tribute To Skouras, Zanuck

Boston, July 4. — Samuel Pinanski, president of American Theatres Corp., in a tribute to 20th Century-Fox president Spyros Skouras, and Darryl Zanuck, production vice-president, will present a program of 14 outstanding 20th-Fox productions double-billed, at the Pilgrim Theatre beginning July 6, with a complete change each day.

The 14 are: "Sitting Pretty," "Snake Pit," "I Was A Male War Bride," "Come to the Stable," "Pinky," "Oh You Beautiful Doll," "Mr. Belvedere Goes to College," "Call Northside 777," "Apartment for Peggy," "House on 92nd Street," "Drums Along the Mohawk," "Kiss of Death," "Mother Wore Tights," and "How Green Was My Valley."

Senate on Tax

(*Continued from page* 1)

Means Committee but should concentrate on new matters.

The tax committee of the Conference of Motion Picture Organizations has already asked for time for testimony by chairman Abram F. Myers and TOA executive director Gael Sullivan. It said its witnesses would center on recent box-office declines in the industry as reasons for complete repeal of the 20 per cent admission tax rather than just the cut to 10 per cent as voted in the House.

If the hearings conclude on or about July 14 or 15, George said, the bill would come up in the Senate about the 20th, and would "not be too long on the floor." Conceivably, the bill could reach the President by early August.

Newsreel Parade

THE Korea situation and the new rocket record are current newsreel highlights. Other items include the Cerebral Palsy Drive, Boy Scout Jamboree and sports. Complete contents follow:

MOVIETONE NEWS, No. 54 — Navy rocket soars to record height. World's biggest nitrate reserve in Chile. New fifty-star flag. Boy Scout Jamboree in Valley Forge. Five years of Red crimes.

NEWS OF THE DAY, No. 288—Report on Korea. Boy Scout Jamboree. Art masterpieces inspire fashions. Chile: Vast desert helps feed the world. Jungle family at home in New York. Atom mysteries explained. Racing.

PARAMOUNT NEWS, No. 288 — Sailfishing in Mexico. U. S. Army Band in Washington. New York: Famous ladies in Cerebral Palsy Campaign. National Scout Jamboree in Valley Forge. Report on Korea.

TELENEWS DIGEST, No. 27-A—Korea situation. German propaganda fizzles. England: School marms meet the Queen. New York: Fashions. Senator Taft report. Chiang's navy.

UNIVERSAL NEWS, No. 23—Tanks in desert test in California. Rocket tests. Chile: Desert of nitrate. Flame-resistant paint. Spanish celebration. Dedicate Mt. Rushmore memorial. Cerebral Palsy dinner. Brooklyn: Religious festival.

WARNER PATHE NEWS, No. 93—Korea situation. Gen. MacArthur reviews troops. Boy Scout Jamboree. Chicago fair. Navy rocket ships set record. Shriners solve jigsaw problems. Army drum exhibition. Junior rodeo.

Indian Ceremonies At 'Arrow' Preview

WHITE RIVER, Ariz., July 4.—Four thousand Apache Indians converged on the Indian reservation here this weekend for the ceremonies and previews of 20th Century-Fox's "Broken Arrow." The Indians included those who took part in the picture.

The Apache Tribal Council presented Elliott Arnold, author of the novel "Blood Brother," from which the film was adapted, and 20th Century-Fox with citations. Before the screenings a telegram from actors James Stewart, Deborah Paget and Jeff Chandler to their Indian colleagues in the film was read by R. D. Holtz, superintendent of Fort Apache Indian Agency.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE NEXT VOICE YOU HEAR..."
JAMES WHITMORE - NANCY DAVIS
A Metro-Goldwyn-Mayer Picture
•
THE MUSIC HALL'S GALA TWO-PART HOLIDAY STAGE SHOW

THE EAGLE AND THE HAWK
A Paramount Picture starring
JOHN PAYNE · RHONDA FLEMING · DENNIS O'KEEFE
Color by TECHNICOLOR
In Person
PEGGY LEE
with DAVE BARBOUR AND HIS QUARTET
BILL DARNEL
Cy Reeves • Martin Brothers
Extra
HERBIE FIELDS
and His Orch
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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'IP-OFF! (*From Film Daily*)

"The Lions are roaring this ayem following last night's sneak preview of the new M-G-M Technicolor musical

THREE LITTLE WORDS"

starring

FRED ASTAIRE
RED SKELTON
VERA-ELLEN
ARLENE DAHL

KEENAN WYNN · GALE ROBBINS
GLORIA DE HAVEN

COLOR BY TECHNICOLOR

Based on the Lives and Music of
BERT KALMAR AND HARRY RUBY

Screen Play by GEORGE WELLS
Directed by RICHARD THORPE
Produced by JACK CUMMINGS

There were cheers at the Preview for Fred Astaire's dance magic

and for Vera-Ellen, that "On The Town" girl

and for the new kind of role superbly played by Red Skelton

and for the beauty of Arlene Dahl, a dream-girl in Technicolor

ot too late to fight for complete 20% tax
eal! Write your Senators TODAY!)

thank you Seventeen

ANNIE GET YOUR GUN

is tops with us, too! We're pleased to know that your reviewer calls it "sheer fun" and "wonderful entertainment." We're happy too, for Betty Hutton, Howard Keel; Director George Sidney, Producer Arthur Freed and all the folks who helped to make it. Thanks, SEVENTEEN! The millions of teen-agers who see "Annie Get Your Gun" will thank you too.

seventeen's picture of the month

M-G-M

THE FRIENDLY COMPANY

Will Not Rule

(*Continued from page* 1)

tuate the policies of the Act to assert jurisdiction."

Taken together with the Board's decision in the so-called Princess Theatre case, when the Board took jurisdiction for the first time over theatres operated as part of an integrated interstate circuit, today's ruling, involving the Royal Theatre in Philadelphia, pretty clearly established Board policy in theatre labor disputes, that is, when the theatre is operated as part of an integrated interstate circuit, with management policies decided at the home office, it will take jurisdiction, but when the theatre's operation is local, it will step out of the picture.

The only question still left in the theatre labor picture after today's order is what stand the Board would take in a dispute involving a theatre which is part of an interstate circuit but is run on a fairly autonomous basis.

Rejects Counsel's Advice

In issuing its decision, the three-man panel rejected an argument advanced by the general counsel of the NLRB that the Board take jurisdiction over all exhibitor labor disputes.

The case before the NLRB arose when Harold P. Douglas, Jr., brought unfair labor practice charges against IATSE and against Keamco, Inc., operator of the Royal, Philadelphia. Both the IATSE and Keamco argued that the charges should be dismissed on the ground that the board lacked jurisdiction. NLRB trial examiner Reeves R. Hilton, in the first ruling on exhibitor disputes since the Board's Princess Theatre decision, said the Board could, as a matter of law, take jurisdiction, but should not take it as a matter of policy since operations were predominantly local in character.

SAG Bids TVA

(*Continued from page* 1)

vision networks and to Television Authority, the Guild said that "because of the existing deplorable conditions for performers in 'live' television," the Guild would waive any rights or claims it might have in pending National Labor Relations Board proceedings regarding actors in live television, provided that the television networks and Television Authority proceed immediately to negotiate a contract for such performers.

The Guild stipulated that "such negotiations shall be without prejudice to the rights of any party to enlarge the scope of negotiations after the pending NLRB proceedings are concluded."

"Television Authority has delayed negotiating with the television networks for performers in live shows because it also seeks to impose control over actors in televised motion pictures," said the Guild, and "the motion picture actors represented by Screen Actors Guild have refused to give Television Authority such control," and, so SAG has asked for an NLRB election in the Southern California area, with similar action to be taken in other sections of the country.

The Guild said "there are no strings" to its offer for Television Authority to proceed with negotiations in the "live" television field without prejudicing its case in the film field.

Blasts Bids

(*Continued from page* 1)

by many distributors since the decree went into effect. "The so-called bidding systems are a farce and a sham, and the Balaban and Katz theatre as a result of conspiracy with the distributors are zoned away from any real competition and are assigned playing positions identical to those under the old Chicago system of release," he charged.

In answer to B. and K.'s claim that "changed conditions" have resulted because of the decree, McConnell denied this. He attacked not only the Paramount bidding set-up, but Metro's, 20th-Fox's and RKO Radio's. The RKO system, he stated, makes it impossible for many subsequent-run theatres to play RKO product until many weeks after their release to the first subsequent-runs. It is more discriminating against the independents than under the old system and violates the decree, he charged.

Purpose of the decree, McConnell reviewed, was: (1) to create competition, (2) to create a demand for more quality pictures; (3) to break up the Loop monopoly held by defendants B. and K. and RKO by encouraging independent theatre competition and (4) to prevent a bottle-neck of Loop first-runs.

Sees 'Real Complaint'

B. and K.'s real complaint, he charged, is that it can no longer exclude the Woods and Oriental (competitive downtown houses and non-defendants) from playing first-runs.

B. and K. had claimed in its petition that the Selwyn (Schubert) and the Loop theatres are also competing for first-run product, to which McConnell stated: if that does exist, it is the sort of competition which was intended to be promoted by this decree. There is more need now for the restrictions imposed by the decree than at any time, he added.

McConnell also charged that B. and K. is seeking to re-establish clearance for its downtown houses over the Jackson Park. The decree was designed to prevent double featuring unless clear product was made available to the Jackson Park. He admitted that B. and K. would do better without the restraints of the decree, adding, however, that it was designed because of the proclivity to engage in the monopoly which had existed.

"There are no changed conditions which were not foreseeable at the time of the decree. Any loss downtown was foreseeable at the time of the decree," McConnell said.

U. K. Financed

(*Continued from page* 1)

distribution costs were too high and that what the industry might be in need of is a distribution agency, either a cooperative established by distributors or a distribution agency provided by the Finance Corp., "capable of acting on behalf of the producers and doing a wholesaling job and not a financial job."

His remarks on NFFC met a rough reception in the House. Laborite as well as Opposition members chided Wilson for the minor accomplishments his plan has been able to produce to date.

with love to Leo for

ANNIE GET YOUR GUN

SEVENTEEN names M-G-M's hilarious Technicolor comedy as Picture of the Month in July. The 2,500,000 teen-age readers of SEVENTEEN will shout "Annie's" praises all over town—to their Saturday night dates, to their families and friends. You'll see them (and the total 7,500,000 teen-age girl market!) lining up at box-offices across the nation for "Annie Get Your Gun."

seventeen's picture of the month

seventeen

THE ENTERTAINMENT MAGAZINE FOR HIGH-SCHOOL GIRLS

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DO NOT REMOVE

FIRST NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. [illegible] NEW YORK, U. S. A., THURSDAY, JULY 6, 1950 TEN CENTS

Sullivan And Myers Testify Friday on Tax

To Give Theatres' Case To Senate Committee

WASHINGTON, July 5. — Abram F. Myers and Gael Sullivan, representing the tax committee of the Council of Motion Picture Organizations, are tentatively scheduled to testify Friday before the Senate Finance Committee in the industry's continuing fight for complete repeal of the 20 per cent admission tax.

The two industry representatives will be limited to five minutes each. The committee is trying to hear all witnesses on excise taxes by Saturday. The film spokesmen are expected to concentrate on recent slumps in box-office attendance and other developments since they testified before the House Ways and Means Committee in February.

The Senate committee opened hearings today, with testimony from Secretary of the Treasury Snyder. In his testimony, Snyder ducked saying whether or not he opposed the House provision to cut the admission tax to

(*Continued on page* 4)

COMPO Post Up at N.Y. Meeting Today

Management and personnel committee of the Council of Motion Picture Organizations, headed by Leo Brecher, will meet at the Waldorf Astoria here today to consider candidates for

(*Continued on page* 4)

Name Eastman and Technicolor in Suit

A $3,000,000 damage suit against Eastman and Technicolor was filed in Federal Court here yesterday by president William E. Telestin of Keller-Dorian Color Films.

Alleged violation of the anti-trust acts are charged with respect to the plaintiff's property rights claimed in color films under a Dec., 1930 assignment. Complaint further charges that Eastman obtained technical data and equipment from the plaintiff for which royalties allegedly were not paid.

Joseph Schenck Resigns as Head of UA Theatre Circuit; Keeps 20th-Fox Post

Hollywood, July 5.—Reversing earlier expectations, Joseph M. Schenck today announced his resignation as president and chairman of the board of United Artists Theatre Circuit in favor of continuing as executive head of production for 20th Century-Fox.

Due to Federal rulings requiring the separation of theatre operations from production, Schenck had been confronted with the problem of choosing between his two interests, and although he has been head of UATC since its formation he has decided to retain his production affiliation with Darryl F. Zanuck which has continued since they formed 20th Century Productions in 1932.

Recently as a fortnight ago it had been reported that Schenck's intention was to resign his 20th-Fox post on July 15.

Rank Lauds U.S. Aid to Britain's Tax-Subsidy Plan

LONDON, July 5.—The ready decision by American companies to join in the British government's tax adjustment plan to create a subsidy for British film production was hailed by J. Arthur Rank, retiring president of the British Film Producers Association, in his message to the annual meeting of the organization here today as a "handsome gesture by a competing industry" as well as evidence of the improved relationship between the British and American industries.

Rank's report conceded that there has been a substantial decline in the production of British first-features during the past year. It described as "revolutionary" the change in the source of product supply, the majority of which is now produced by independents and American companies, rather than by British companies with theatre interests.

Rank said he doubted whether the official government inquiries into film industry operations will prove of much value but he considers the tax-subsidy plan something which the in-

(*Continued on page* 4)

Asks Congress to Expand the Use Of Films Abroad

WASHINGTON, July 5—Motion Picture Association of America president Eric Johnston today urged Congress to approve a vastly-expanded government overseas information program in order to get the "American Story" adequately told abroad, by motion pictures, television, press and radio.

Johnston made his statement in a letter to a Senate Foreign Relations sub-committee which opened hearings on a proposal by Senator Benton (D., Conn.) for such an expansion. A long parade of witnesses—including Secretary of State Acheson, Gen. George C. Marshall and Dwight D. Eisenhower —testified today for the Benton Bill.

The MPAA official said he regretted he could not testify in person on so important a matter. He men-

(*Continued on page* 4)

Bischoff Sought US Aid for 10 Films

WASHINGTON, July 5.—Hollywood independent producer Sam Bischoff's application for a Reconstruction Finance Corp. loan, which was rejected, involved plans for making 10 films, with the RFC putting $480,000 into each picture, it was learned here today.

The main reason for the RFC action, Bischoff's attorneys have been told, was the long-standing RFC policy against making loans for producing films or for other information-media enterprises. The attorneys were told the RFC was especially reluctant to

(*Continued on page* 4)

U.K. Tax-Subsidy Plan in Legislation

LONDON, July 5.—The House of Commons yesterday agreed to adopt a motion by Harold Wilson, president of the Board of Trade, to add a new clause to the Finance Bill providing for the Treasury's tax rebate-film subsidy plan.

Despite criticism of the plan as providing too meagre assistance and the possibility that it may prove unworkable, Wilson maintained that exhibitors have been doing well for the last three or four years and said producers will be the principal beneficiaries of the new program.

Ginsberg Quits As Paramount Studio Head

Ends 10 Years Stay; 'Regards' from Balaban

HOLLYWOOD, July 5. — Henry Ginsberg this afternoon announced his resignation, effective July 15, as Paramount vice-president and administrative and production head, thus concluding a 10-year association with the company. He has held his present post since 1944.

Henry Ginsberg

Speaking of Ginsberg's departure, president Barney Balaban said, "Mr. Ginsberg leaves Paramount with our warmest regard and best wishes for his future success."

Ginsberg made no statement regard-

(*Continued on page* 4)

20th-Fox, WB Get 30-Day Extensions

Both 20th Century-Fox and Warner have been given additional 30-day periods to wind up their partnership operations in exhibition.

Formal order was entered in U. S. District Court here yesterday extending to July 31 the deadline for 20th-Fox to dispose of its minority stock interests in Golden Gate Theatres and to dissolve partnerships in a few remaining West Coast houses.

(*Continued on page* 4)

Supreme Court OK's Mandate in NY Case

Washington, July 5. — The U. S. Supreme Court's mandate in the New York anti-trust cases, notifying the U. S. District Court at New York that the judgment and decree of the special three-judge Statutory Court has been affirmed and will go out in the mails in "a week to 10 days," according to Supreme Court officials here.

Personal Mention

CHARLES P. SKOURAS, president of National Theatres, has arrived here from Los Angeles.

•

HOWARD LE SIEUR, director of advertising-publicity for United Artists, was at work on the 18th hole at Westchester Country Club over the holiday when beaned with a flying golf ball, which put him out of action. Injury proved a minor one and he was at his office yesterday.

•

SAMUEL GOLDWYN and MRS. GOLDWYN, and DR. HERBERT T. KALMUS, president of Technicolor, Inc., and MRS. KALMUS are among passengers arriving here today from Europe aboard the *S. S. Queen Mary*.

•

FREDDY GOLDBERG, Paramount's news syndicate liaison here, became a father this week, MRS. GOLDBERG giving birth to a boy at Woman's Hospital. He will be named ALAN MARC.

•

E. F. JOHANSEN, Motion Picture Export Association representative in Korea, has been safely evacuated and is in Tokyo.

•

PHILIP LEWIS, of the American Trading Association, has returned here from Europe and Israel.

O'Loughlin Named UA Chicago Manager

CHICAGO, July 5.—Ralph Cramblet, United Artists district manager in Chicago, has been granted a leave of absence by Paul Lazarus, executive assistant to president Gradwell L. Sears, in New York.

J. J. O'Loughlin, United Artists Los Angeles branch manager, has been transferred to take over Cramblet's duties. Upon Cramblet's return to the company, a new assignment will be announced.

UA in Product Deals For Indonesia, Japan

A deal for distribution of United Artists product in Indonesia and a tentative licensing agreement for Japan were announced here yesterday by the company following the arrival of Alfred Katz, UA Singapore manager. Katz will confer with Arthur W. Kelly, executive vice-president, who in turn will present Mrs. Katz with a gold bracelet-medallion in recognition of her husband's achievements in the company's recently completed foreign sales drive.

Spiegel Takes Over

Marc M. Spiegel has taken over as representative of the Motion Picture Association of America in Germany, succeeding Marian F. Jordan. His headquarters are in Frankfort.

Every day counts! Write, wire, talk to your Senators NOW! Ask for full repeal of 20% tax.
—COMPO

Theatremen Join in CinemaProductions, 3rd Dimension Firm

A number of nationally-prominent circuit heads have joined in the formation of Cinema Productions, Inc., with plans set for the production of a third dimension-type film by the fall.

The process, developed by the Polaroid Corp., requires the audience to wear colored spectacles and employs specially-devised cameras. Standard projection equipment is used.

Sponsors of the company include: Sam Pinanski and Harold Stoneman, Boston; M. A Lightman, Memphis; Frank Walker, Scranton; Mitchell Wolfson, Miami; George Skouras, Los Angeles, and S. H. Fabian, Fred Schwartz and Sam Rinzler of New York. Financing will be through a stock issue.

Lester Cowan will produce the initial film employing the Polaroid process, in New York, on a modest budget, said to be about $200,000. Specific marketing plans have yet to be mapped being contingent on developments.

Lightman will be president of Cinema Proudctions, Schwartz has been named treasurer, and Ben Trustman, attorney for Pinanski, is secretary.

The first film will be a Cowan property titled "The Customer's Always Right." The tie-in with Polaroid includes payments for renting the special cameras and purchase of the colored glasses.

MacMillen,Seidelman Fly to London Today

William MacMillen, president of Eagle Lion Classics, and Sam Seidelman, general export manager, will leave here by plane today for London on a production deal.

Seidelman will remain on the Continent for several weeks, whereas MacMillen will return here July 14.

Columbus Attendance Reported Off 17%

Columbus, O., July 5.—Attendance at motion picture theatres in this area during the first four months of this year are reported off 17.3 per cent than in the same period last year, by the taxation committee of the Council of Motion Picture Organizations.

Australian Business Healthy: Waterman

Business in Australia is holding up very well and there is a marked need for more theatres, Clyde Waterman, chairman and managing director of the 38-house Ozone Theatres, declared here yesterday. Waterman is in the U. S. to explore drive-in developments. He pointed out that there are no drive-ins in Australia, and that the country lends itself very well to them. Although no theatre permits are granted for construction because of shortages, none is required for drive-ins.

Waterman said that there is a 25 per cent amusement tax in his country and that "the industry is making a concentrated attempt to bring it down."

Waterman will fly back to Australia next Tuesday following a brief visit on the Coast.

TV Trailers for '711'

A series of television trailers will be issued by Columbia for its "711 Ocean Drive," the Frank Seltzer production which deals with the wire service-gambling rackets. Featured in the trailers will be statements concerning the film by a number of Senators connected with the recent Senatorial investigation of gambling.

NEWS in Brief . . .

A DRIVE to get fuller representation for Association of Theatrical Press Agents and Managers in the television field has been launched by the organization with Joseph L. Roberts, vice-president of KCR, a TV package producing company, in charge. The union contends that television is turning more and more to theatrical personnel for assistance and that therefore ATPAM should move to protect its members in this new field of employment.

•

Boston, July 5.—Floyd Fitzsimmons has been appointed M-G-M New England press representative, succeeding Ken Brickette.

•

Frank Sinatra has signed a $1,000,000-a-year contract with Columbia Broadcasting for radio and television shows for the next three years, according to word reaching here from London, where the crooner is at present.

•

HOLLYWOOD, July 5.—Producer William Jacobs, who has been under contract to Warner Brothers for 16 years, begins his 17th with a new contract, it is announced by Jack L. Warner, executive producer.

Schaefer to Europe On 'Men' Censorship

George J. Schaefer, sales head of Stanley Kramer Productions, has tentative plans for an early trip to London to look into a censorship problem encountered with Kramer's "The Men."

London's official censors have asked that a few scenes be deleted wherein discussion centers on paraplegics and their ability to have children. The Kramer company feels that the film treatment is frank but not objectionable. Schaefer's agenda also includes premiere arrangements for the film in both London and Paris.

Schlaifer to Handle Rathvon Product

Formation of the Jack Schlaifer Organization, Inc., was announced by the veteran film sales executive simultaneously with the announcement that the new firm would act as representative of N. Peter Rathvon, producer of "The Great Rupert," "High Lonesome," "The Torch," "The Sundowners," "The Sun Sets at Dawn" and the currently-playing "Destination Moon."

Para. News Feature On War II in Italy

Paramount News will soon complete a 40 to 50-minute subject tentatively titled "The Forgotten War," according to Oscar A. Morgan, short subject and newsreel sales manager.

The film will present hitherto confidential highlights of fighting in Sicily and Italy in 1943-45, by American troops. Quentin Reynolds will narrate.

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)
)VENTURES
) STIRRING
NCE SCREEN
)VENTURE
:GAN!

Tomorrow at the N.Y. Strand

BURT LANCASTER
VIRGINIA MAYO

in Warner Bros.'

THE FLAME AND THE ARROW

COLOR BY TECHNICOLOR

DIRECTED BY JACQUES TOURNEUR A NORMA-F.R. Production

DISTRIBUTED BY WARNER BROS.

PRODUCED BY HAROLD HECHT and FRANK ROSS

WRITTEN BY WALDO SALT · MUSIC BY MAX STEINER

Calls for Complete Mexican Reshuffling

Mexico City, July 5.—Totally unselfish complete reorganization of the Mexican film industry is imperative, declared Gen. Abelardo L. Rodriguez, ex-President of Mexico and director general of the semi-official Creditos Cinematograficos, S.A., after discussing the film situation with President Miguel Aleman. Personal interests must strictly be set aside in this reorganization which Gen. Rodriguez said is for the good of Mexico. He urged all in the industry to cooperate.

O'Dell and Carrady In Distribution Firm

San Juan, Puerto Rico, July 2 (By Airmail).—A new motion picture distribution company has been organized here by Jack O'Dell, former representative of United Artists in Puerto Rico, and Victor Carraday. They will distribute Mexican and American pictures in Puerto Rico, the Dominican Republic and the Virgin Islands. The name of the new firm is General Film Exchange and its offices are at Cobian's Film Center, Puerta de Tierra, San Juan.

The company has exclusive rights for distribution of pictures made by Mier and Brooks, which include the film made by the comedian, Tin-Tan.

Minnesota Owners Warned to Restore Legalized Bank Nights with Caution

Minneapolis, July 5.—Exhibitors in this state, eager to return to bank night operations, following last week's ruling of the State Supreme Court that the practice is legal under certain provisions, plan to proceed slowly to safeguard against violations of the court's decision, it is learned from inquiries among a cross section of theatre owners.

North Central Allied, owners of the bank night franchise and others interested, have prevailed upon the more eager adherents of cash giveaways to exercise a cooling-off period before re-establishing theatre bank night. It is pointed out by the franchise owners, attorneys Halpern and Gottlieb, who carried the bank night case to the state court for Albert Lea Amusement Co. and NCA that it is not yet legal to resume the cash give-aways until the state of Minnesota has time to ask for a rehearing.

Ginsberg Quits

(*Continued from page* 1)

ing his plans. Rumors in circulation recently have him associated with the Warner studio, but lack confirmation.

Y. Frank Freeman, Paramount vice-president, will continue as in the past to represent the president and the board of directors at the studio and will be in charge of studio operations, the company said.

Get Extensions

(*Continued from page* 1)

Warner has only its joint ownership in Atlantic Theatres, New Jersey circuit, to terminate. The Department of Justice has consented to an extension of that deadline also back to July 31, from July 1.

Sullivan, Myers

(*Continued from page* 1)

10 per cent. He merely noted that the House bill cut many more excises than the President had proposed.

"These consist mainly of a reduction in the admission tax which would lose a little over $200,000,000 and cuts in a number of manufacturers excises which in total would lose another $200,000,000," he declared.

"Moreover, some of the changes contained in the House bill raise the question of whether the rates in all cases result in the proper alignment of related taxes."

Snyder's statement generally was a qualified endorsement of the House bill, though he did indicate that if the international situation worsened, the Administration would probably call on Congress to abandon the excise-cutting bill and instead vote tax boosts.

Asks Congress

(*Continued from page* 1)

tioned his several recent trips abroad and his feeling that America's policy was not getting across behind the "Iron Curtain" and in other European areas. He said he was not criticizing the State Department, which was doing the best it could with the tools it had, but that the tools were "meager for the job required," and that spending on film and information work must be stepped up greatly.

Batteries of newsreel cameras showed the committee the tie-in between the Benton resolution and today's headlines in Korea.

COMPO Meet Today

(*Continued from page* 1)

the COMPO executive vice-presidency, a salaried post.

The plan is to narrow down the field to three prospects and present their names to the COMPO executive board, which would approve one. Ratification requires a unanimous vote.

William Levy will substitute for Gunther Lessing at the session, and Martin Smith will represent William Ainsworth. Others scheduled to sit in include Barney Balaban, Charles P. Skouras, Martin Quigley, S. H. Fabian and William Namenson.

100% for Cerebral Palsy

All film exchanges in the Milwaukee territory have achieved 100 per cent employee participation in the 1950 United Cerebral Palsy Associations campaign, according to Leonard H. Goldenson, UCPA president and president of United Paramount Theatres.

Short Subject

"Danger Sleuths"

(RKO Radio)

Subject of the current This Is America two-reeler is the Underwriters Laboratories, private industry's own agency to prevent loss of reputation and money. In its graphic way, the short depicts the dependence of a middle class family in a typical city upon the safety of numerous aids to comfortable living: the alarm clock, electric blankets, electric waffle makers and irons, stepladders, gasoline pumps, and other items. It then shows how the Underwriters, in their Chicago headquarters, give to the products of industry the thorough testing necessary to establish that under innocent abuses they will not harm or kill people. It is all done interestingly, and educationally, and is a valuable addition to film documentation of American life. It is a natural for local merchandising tieups. Running time, 14 minutes.

Rank Lauds U.S. Aid

(*Continued from page* 1)

dustry, and especially producers, should be thankful for.

All British producing companies, he suggested, should join the BFPA in order to share the responsibility of negotiations with the government, unions and others. Producers of all kinds, he pointed out, are entitled to receive from the government pool sums to supplement film rental earnings.

Rank disclosed that the industry's four trade associations in accepting the tax-subsidy scheme informed the government that they regard the program as insufficient for putting the industry on a sound financial footing and retained the right to continue their campaign for reduction of the heavy burden imposed on them by the entertainment tax.

Reginald Baker, managing director of the Ealing producing and distributing companies, was elected president of the BFPA, succeeding Rank at today's meeting.

Aid for 10 Films

(*Continued from page* 1)

reverse this policy at a time when the agency's lending activities are undergoing a critical investigation by a Senate banking sub-committee.

There are no plans to make another try on the Bischoff loan so long as the RFC board remains as presently constituted, it was stated.

THE BRAND OF GREATNESS IS ON

THE FURIES

THE THUNDERING BORDER-EMPIRE OF DANGER AND VIOLENCE!

A Hal Wallis Production from Paramount

NOW ACCEPTING RESERVATIONS

FOR A DAY...WEEK...OR SEASON!

- NEW DELUXE CABINS AND COTTAGES
- NEW CAMPUS PLAYHOUSE
- FINE FOOD
- GOLF—TENNIS—SWIMMING
- RIDING—TROUT FISHING
- DANCING—GAMES—MOVIES
- CONCERTS AND MORE

RATES — Including Meals — $9.00 Daily or $58.50 per Week

Special 10% discount to film industry members who send in or present this ad!

WRITE, PHONE OR WIRE FOR RESERVATIONS

THE CAMPUS, BUSHKILL, PA.

PHONE BUSHKILL 51

FILE COPY
DO NOT REMOVE

FIRST NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. N[illegible] NEW YORK, U.S.A., FRIDAY, JULY 7, 1950 TEN CENTS

Says Treasury Over-estimates Excise Losses

Loss from Repeal of All Excises Cut in Half

WASHINGTON, July 6.—The National Committee for Repeal of the Wartime Excises, of which Motion Picture Association of America president Eric Johnston is vice-chairman, today told the Senate Finance Committee that all of the wartime excises could be repealed at only half the net revenue loss estimated by the Treasury. It said the $1,010,000,000 of excise cuts in the House bill would actually lose only about $548,000,000 in Federal revenue due to increased income collections and other factors.

Federal tax collections from theatres and other general admission entertainments brought the government only $342,400,000 during the first 11 months of the 1950 fiscal year, compared with $355,100,000 during the like period in the 1949 fiscal year, the National Committee for repeal told the Senate Committee.

Even this $12,700,000 drop, however, was considerably less than the drop in collections from most other wartime

(*Continued on page 6*)

Compo Unit Action On Vice-president Will Go to Board

Personnel and management committee of the Council of Motion Picture Organizations was unanimous in deciding on a personnel plan for the all-industry group at a meeting here yesterday, according to Leo Brecher, chairman of the committee.

While details were withheld, it was stressed that any action by the committee on appointment of a salaried executive vice-president for COMPO would be tentative, subject to ratification by the executive board. The same holds for the staff and headquarters

(*Continued on page 6*)

Phil Fox Moves Up To Cincinnati Post

BUFFALO, July 6.—Phil Fox, for 11 years manager of the local Columbia branch, has been promoted to manage the company's exchange in Cincinnati, effective in two weeks. Fox's successor here has not as yet been announced. He and his family will leave here tomorrow for a vacation.

Schine Divestiture Nearly On Schedule for 1st Year

WASHINGTON, July 6.—The Schine circuit achieved a major part of the theatre divestiture ordered for the first year following entry of its 1949 consent decree, it is learned here.

The decree requires divestiture of 36 theatres in 31 communities at the rate of one-third each year for three years. At the end of the first year, Schine had disposed of 10 properties and arrangements for the divestiture of others were in progress.

Additionally, under certain conditions, Schine may have to dispose of another five theatres in five other towns and also theatre sites in three towns.

In the past year, court orders approving disposition of the following 10 properties have been entered: Moose

(*Continued on page 6*)

Film Subsidy Plan Promotes Inferior Films, Says Goldwyn

Arriving here yesterday on the *SS Queen Mary* after a 10-week trip abroad, Samuel Goldwyn spoke volubly on three main themes: the evil of government film subsidies, the immense popularity of Hollywood product abroad, and the importance of telling the people of the world "the truth" through films, radio, television and the press.

Goldwyn, who visited France, Italy,

(*Continued on page 6*)

Rome Studio Plans Proceeding: Kalmus

Plans for the construction of a Technicolor studio in Rome "are coming along," Herbert T. Kalmus, president of Technicolor, asserted here yesterday on his arrival on the *SS Queen Mary* from Europe.

While abroad he said he looked over the new color developments of the French and Germans, but he did not amplify his impressions. In England he said he studied operations in Technicolor's British laboratory.

Republic's 6-Mo. Net $200,000 Over '49

A net profit after taxes of $703,589 for the 26 weeks ending April 29, 1950, was reported yesterday by Republic Pictures and its subsidiaries, a gain of almost $200,000 over the same period a year ago, comparing with a net profit, after provision for taxes, of $504,456 for the 26 weeks ending April 30, 1949.

Total net profit for the period was $1,168,589.96, Republic reported, with Federal taxes estimated at $465,000.

New 20th-Fox Studio Unit To Promote New Product

HOLLYWOOD, July 6.—Organization of a special service promotional unit was announced here today at 20th Century-Fox studio by Harry Brand, studio publicity director.

The special service unit will work within the framework of the studio publicity department and will be concerned chiefly with giving added exploitation and publicity aid to 20th-Fox product. It will concern itself with extra-curricular information to press services, columnists, magazines and theatre advertising heads.

"The new unit will function in a field which has been neglected in the past, bridging the period between final shooting and the opening of features," according to the company.

The new department will be headed by Jim Denton, who currently is in charge of still photography and national magazine publicity.

Revised Popkin Bid To UA Co-owners

HOLLYWOOD, July 6.—Revised terms of a bid for United Artists' treasury-held stock made by producer Harry Popkin and associates were put before co-owners Mary Pickford and Charles Chaplin today by Arthur Kelly, executive vice-president, and Vitalis Chalif, board member. No action had been taken at a late hour today.

Kelly and Chalif, authorized by the UA board to negotiate for the sale of 12,000 shares of stock held by the company, had extended discussions with the Popkin group yesterday, during which it was reported that difficulties which arose in New York talks were resolved to the UA representatives' satisfaction.

Kill Chances Of Production Loans By RFC

Senate Bars Transfer; Policy Prohibits Them

WASHINGTON, July 6.—Two final blows were struck today against the hopes of independent film producers for production loans from the Reconstruction Finance Corp.

The Senate, by a voice vote, disapproved President Truman's reorganization plan to transfer the RFC to the Commerce Department. Spokesmen for the independents had indicated they might make another determined effort for government aid if the RFC were transferred and a new administration put in.

Secondly, RFC director Harvey J. Gunderson went on the record with the strongest statement yet by any RFC official against loans to film companies.

"We have never made any production loans, and we don't intend to make any," Gunderson told MOTION PICTURE DAILY. "It's just something we won't lend to. It has nothing to do with the credit standing of (Sam)

(*Continued on page 6*)

Schenck's Stock in UA Theatres Will Go in Trusteeship

HOLLYWOOD, July 6.—Majority interests of Joseph M. Schenck in United Artists Theatre Circuit will be placed in trusteeship as a result of Schenck's decision to continue his executive production post with 20th Century-Fox.

Schenck had his choice of continuing active interest in either of the two, but not both, in compliance with court decrees stemming from the industry anti-trust suit.

Trusteeing of the UATC stock will mean relinquishing voting power to the trustee for as long as the arrangement continues in effect.

Tullius Advanced to WB Branch Manager

Don Tullius has been promoted from office manager to the post of branch manager of Warner Brothers' Oklahoma City exchange, by Ben Kalmenson, the company's vice-president in charge of distribution. Tullius succeeds Grover Livingston, recently promoted to Charlotte branch manager.

NEWS in Brief . . .

THE world's largest single-unit drive-in theatre, capable of accommodating more than 1,100 cars and providing waiting space within the theatre area for an additional 400 to 500 cars, will be built at New York International Airport at Idlewild, Queens, by Sidney M. Kain and L. P. Falk and their New York International Airport Drive-In Theatre, Inc.

•

San Francisco, July 6. — Harold Citron, North Coast Theatres general manager, arrived here today from Los Angeles for several days of conferences with the San Francisco staff, headed by Graham Kislingbury, district manager.

•

ALBANY, N. Y., July 6.—Plans for a July-August promotion drive in upstate Warner theatres were discussed by zone manager Charles Smakwitz and Western district manager Ralph Crabill at a meeting of Western district managers at the Haven Theatre, Olean. A prior meeting for the Eastern district was held in Albany.

Telford Killed, Two Injured in Crackup

Percy Telford, M-G-M district manager of Melbourne, Adelaide and Perth, Australia, died last Saturday in an automobile accident, the company reported here yesterday. J. O. Steedman, Melbourne branch manager, and J. P. Briscoe, Adelaide manager, who were accompanying him, were seriously injured. The three were en route to Sydney to attend a branch manager's meeting.

Telford had been with Metro in Australia since it was organized 26 years ago.

Biehler Left $377,071

BUFFALO, July 6. — George J. Biehler, former Hamburg, N. Y., exhibitor, who operated the Palace there for many years and who died Feb. 20, 1949, left a net estate of $377,071. The sole beneficiary is the widow, Anna.

W. Va. Managers to Meet

WHITE SULPHUR SPRINGS, Va., July 6.—The West Virginia Theatre Managers Association annual convention will be held here on Aug. 30-31, at the Greenbrier Hotel.

Victory is in sight! One final push! Write, wire, talk to your Senators. Ask REPEAL of 20% tax! —COMPO

Personal Mention

JOYCE O'HARA, executive aide to ERIC JOHNSTON, is in town from Motion Picture Association of America's Washington headquarters.

•

JACK OCHS, who with his father, HERBERT OCHS, operates a Cleveland drive-in circuit, and MRS. OCHS are the parents of their second child.

•

HARRY HUNTER, formerly with Paramount in Australia, is a patient at the Wilmer Eye Clinic of Johns Hopkins Hospital, Baltimore.

•

GEORGE HUDAK, house manager of E. M. Loew's Theatre, Hartford, has left the Hartford Hospital following recovery from a virus infection.

•

HENRY L. NEEDLES, Warner Theatres district manager at Hartford, has been elected to the Hartford Chamber of Commerce.

•

REX TAYLOR, Paramount magazine contact, will join the Famous Artists School here as public relations and promotion director, effective Monday.

W. A. SCULLY, Universal-International sales executive, has returned to New York from the Coast.

•

SYD O. ROYE, Universal-International sales promotion department staff artist, and MRS. ROYE became parents for the third time this week when a second daughter, PHYLIS RUTH, was born at Kew Gardens General Hospital.

•

J. T. WOODRUFF, Hallmark Productions unit manager at Wilmington, O., has taken a leave of absence because of ill health and is hospitalized at Atlanta.

•

KAY SCHANCER, formerly with RKO and 20th Century-Fox here, is now assisting in promotional work for Rockefeller Center Guided Tours.

•

SOL LESSER is vacationing in the Antibes.

•

E. A. DUPONT, director, arrived here yesterday from Hollywood.

Schreiber Builds LA House, Goes to F. & M.

LOS ANGELES, July 6.—Alex Schreiber, Detroit circuit operator, expanding in this direction, has a 1,300-seat Paradise Theatre here in final stages of construction, and has leased it to Fanchon and Marco, who will operate as a first-run. F. and M. also operate the Hollywood and Downtown theatres. Paradise is the largest built here since the war.

Gagnet Named Manager

E. V. Landaiche, Realart's franchise holder in the New Orleans territory, has promoted Walter Gagnet to sales manager, according to the Realart home office here.

'Broken Arrow' To Open on July 21

"Broken Arrow," 20th Century-Fox production, will have simultaneous world premieres on July 21 in Broken Arrow and Tulsa, Oklahoma, it was announced by Andy W. Smith, Jr., sales vice-president. The Western openings will coincide with the New York premiere at the Roxy.

Brookings Gets a Fourth

CARSON, Ia., July 6. — Howard Brookings, former Nebraska-Iowa Allied president and Oakland (Ia.) exhibitor, has added his fourth theatre. He took over the Dreamland on July 1 from Harold Smith, who has operated it more than 30 years.

Boston Is Checking Ceilings in Theatres

Boston, July 6.—The city building department is checking theatres at random to determine the condition of ornamental ceilings of the suspension type that are used in most theatres. This was brought about by the recent collapse of a ceiling in Chicago which injured seven persons.

Another $10,500 for Cerebral Palsy Fund

SAN FRANCISCO, July 6.—Jerry Zigmond, San Francisco district manager of Paramount Theatres and Northern California chairman of the United Cerebral Palsy Associations, Inc., reports that the Bob Hope benefit show at the Paramount, Monday night, grossed $10,500.

Participating in addition to Hope were Gene Tierney, Marilyn Maxwell, Jerry Colonna, Lloyd Nolan, Lizabeth Scott, Jim Wakeley, Lucille Ball, Eddie Bracken, Desi Arnaz, Roy Rogers, Dale Evans, Wanda Hendrix, Mel Torme, Aileen Stanley, Jr., and Pat Moran. Jerry Juroe, Paramount exploiteer, accompanied the stars.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE NEXT VOICE YOU HEAR..."
JAMES WHITMORE - NANCY DAVIS
A Metro-Goldwyn-Mayer Picture
•
THE MUSIC HALL'S GALA TWO-PART HOLIDAY STAGE SHOW

THE EAGLE AND THE HAWK
A Paramount Picture starring
JOHN PAYNE · RHONDA FLEMING · DENNIS O'KEEFE
Color by TECHNICOLOR
In Person PEGGY LEE with DAVE BARBOUR AND HIS QUARTET
BILL DARNEL
Cy Reeves · Martin Brothers
Extra HERBIE FIELDS and His Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

"WHERE THE SIDEWALK ENDS"
Starring
DANA ANDREWS . GENE TIERNEY
— In Person —
VIVIAN BLAINE
Carol Lynne
Roxy 7th Ave. & 50th St.
20
MOVIES ARE BETTER THAN EVER!

"BEST FILM OF ITS KIND!"
—Journal-American
"FAUST and the DEVIL"
Italo Tajo (Metropolitan Opera Star)
Nelly Corradi . Gino Mattera
A COLUMBIA PICTURE
10th WEEK
Air Cond. LITTLE CARNEGIE - W. 57th
Bet 6th & 7th Aves. • CIrcle 6-1365

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KATO Establishes Groups to Study Trade Conditions

LOUISVILLE, July 6. — Permanent committees to study trade conditions were set up at a board meeting of the Kentucky Association of Theatre Owners. Heading the units are Ralph McClanahan, tax and revenue committee; Tom Hill, television; Andy And[redacted], organization; Gene Lutes, cen[redacted]ship; Eddie Ornstein, showmanship, and Willis Vance, drive-ins.

First reports of the groups will be given at the annual convention, set for Oct. 18-19 at the Brown Hotel here.

Legion Reviews 7; Four in Class A-I

Seven new films were reviewed by the Legion of Decency this week; four were placed in Class A-I, and three in Class A-II. In the former category are "High Lonesome" and "Roll, Thunder, Roll," Eagle-Lion Classics; "50 Years Before Your Eyes," Warner, and "Three Little Words," M-G-M.

In Class A-II are "Once a Thief," United Artists; "711 Ocean Drive," Columbia, and "Where Danger Lives," RKO Radio.

Mellen in Paris Post

WASHINGTON, July 6.—Sydney L. W. Mellen, who has been in charge of the Economic Cooperation Administration's film guaranty program, will leave at the end of next week for a post as first assistant secretary in the U. S. Embassy at Rome. Mellen has been on loan to the ECA from the State Department's foreign service. No successor at ECA has been chosen as yet.

Tent 14 Gives $10,000

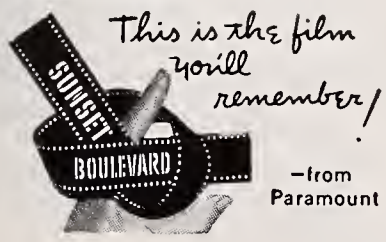
MILWAUKEE, July 6.—Charles W. Trampe, chairman of the Heart Fund committee of Variety Club, Tent No. 14, presented a check for $10,000 to Dr. John S. Hirschoeck, dean of the Marquette University Medical School, at the Great Hearts ball sponsored by the club. Variety members have pledged $25,000 towards the heart disease clinic at the University.

Para. Gulf Closes Two

NEW ORLEANS, July 6.—Paramount Gulf Theatres has sold the Saenger Theatre building here to the Ike J. Schwartzberg department store, which will use the premises to expand its store. Paramount Gulf has also closed its Century Theatre at Jackson, Miss.

Manager in 'Frisco

SAN FRANCISCO, July 6.—Jack Miller, former manager of the United Artists Theatre here, has been appointed manager of North Coast's Orpheum Theatre, replacing Al Dunn, resigned.



Insider's Outlook

By RED KANN

CIRCULATING among Allied members is a progress report of that organization's "Must Percentage Committee." The report takes up, and then puts down, the status of things as the committee found them in meetings with distribution heads.

For reasons hereafter outlined, the comment on Metro is particularly interesting. Dated June 16, it states:

"On our first visit with William F. Rodgers, he advised the committee that Metro would sell all flat in such situations where their film rental on their best productions ran $200 or less. He stated, however, that once in a great while Metro might issue a picture of such class that they would feel percentage was necessary in every situation. He stated that there would be no obligation for the exhibitor to accept such percentage terms, but that the picture could be passed without penalty in future dealing. During the past 18 months there has been only one such picture: 'Battleground'.

"On our second visit, the committee congratulated Mr. Rodgers on completely fulfilling his promises."

■

The situation is this:

Bulletins of various Allied units have been hurling fire and brimstone at Metro over its sales policy on "Battleground," accusing Rodgers of a breach of faith.

In Atlantic City on June 16—the same date of the report congratulating Rodgers for promises fulfilled—Trueman Rembusch, president of national Allied, dangled one of three accusing fingers at Metro when he charged that company "definitely left policy" in demanding percentage only on "Battleground."

Thus, lavish praise is voluntarily offered with one hand while violent criticism is ladled out with the other, and at the same time by the calendar.

We find this ironically confusing. Can Allied members find it anything less?

■ ■

On July 15, Henry Ginsberg retires as head of Paramount production thereby bringing to a close 10 years of tackling a job which was never a bed of roses no matter how auspicious the circumstances. No studio head in Hollywood ever completely escapes the brambles. Nor does he expect to.

Ginsberg's long tenure of office has been marked with the quiet distinction of success. He never set himself forth as a maker of pictures. He was the administrator, the factory manager, if you like, who had enough wisdom to let picture-makers make the pictures while he kept the wheels of management rolling in harmony and accord, or as much of both as disparities in temperament and never completely absent divergences in viewpoint may have allowed.

Early in his career general sales manager for Earle Hammons and Educational Pictures, thereafter in a like capacity with Al Lichtman, Ben Schulberg and Jack Bachmann in Preferred and then a state right distributor, Ginsberg first alighted on the Hollywood scene as right-hand bower to Hal Roach. In 1936 he joined Selznick International as general manager ultimately to become its vice-president. His contacts in Hollywood had widened broadly by this time, leading to his association with Paramount in 1940 when Frank Freeman was in charge of the studio. Four years later, Ginsberg assumed the post from which he is about to retire.

His many years in Hollywood have developed him into a thoroughly rounded executive in a sector where diplomacy and tact are not the only prerequisites of a successful career. There is no question about the maturity which has cloaked itself around Ginsberg's shoulders in the span of his Hollywood experience. Today he ranks in the limited coterie of demonstrated, topline manpower. He will not be a free agent long.

■ ■

The sights which appraise the value of the executive charged with the merchandising of his company's wares — advertising, publicity, exploitation—are in more accurate perspective. Max Youngstein is now a vice-president and a director of Paramount Film Distributing Co., and possessor of twin titles without precedent in that company's history.

Youngstein's rise at Paramount has been rapid. Less than a month ago, he rounded out his first year there. In that initial period it is widely—and properly—recognized that he has brought off a highly successful achievement in re-vitalizing the company's activities in the merchandising area. His energy, ambition and experience have been on ample display long enough to attract the recognition they deserve in the industry at large and now, justifiably, within the ranks of his own organization.

His move up the ladder, however, has a significance beyond the reward to the individual. It may be construed as a recognition of a broader place for burgeoning young executive talent in the councils where policy is made. This is good for management. It is also an encouragement for those on the lower rung who have yet to make their way.

4 Wisconsin Houses Close

MILWAUKEE, July 6.—More theatres in Wisconsin closed last month, including the Variety in Appleton, Vogue in Kenosha, Douglas at Racine, and the Merth theatre here. Third-run theatres of the Fox-Wisconsin houses that are playing weekends only are the East, Astor, World and Tivoli.

Intl. Proj. Offers New Sound System

The Simplex X-L Sound System is now being introduced by International Projector.

Designed for all theatres, large or small, the company claims the new equipment provides higher standards of tonal quality and complete flexibility, with amplification increased by changing the power amplifier; a new circuit design, streamlined soundhead and separate pre-amplifier, and dual lamps for stand-by use. The apparatus is enclosed in a single cabinet with component units on separate chassis to permit easy servicing, the company says.

Signs 30th Pact with U-I

The McLeish Circuit of Australia, said to be the largest independent group of theatres in Victoria, has signed its 30th yearly contract to exhibit Universal-International product, U-I has announced here. Representing U-I at the pact signing were Tom Cadwallader, Australian Southern supervisor, and Brian Casey, Victoria branch manager. R. McLeish and R. J. McLeish represented the circuit.

Acquires Trucking Firm

DETROIT, July 6.—Michigan Film Distributors, which services exchanges in Detroit with physical distribution, has been taken over by National Film Service of Philadelphia. Mendon Westcott, general manager, has rejoined the film truck service staff, and Edward Macauley remains as head of the shipping department of the new firm.

Albany Exchange Party

ALBANY, N. Y., July 6.—Andrew W. Smith, Jr., 20th Century-Fox sales vice-president, and Martin Moscowitz, district manager, will attend a house warming of the exchange here on Monday. It was recently remodeled and air conditioned. Exhibitors are invited to a "Broken Arrow" preview.

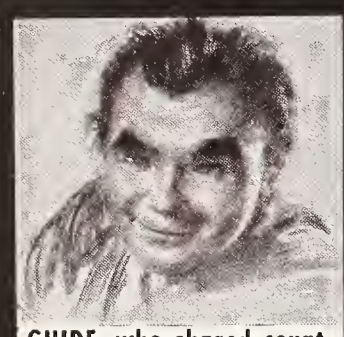
FOR SHEER

IT HAS NEVER BEEN EQUALLED

ADVENTURER, who gambled his life to win a new love!

GIRL, who found new romance in the face of danger!

COWARD, who conquered his fear on the storm-swept peak!



GUIDE, who shared countless risks for a few dollars!

SCIENTIST, who tried to escape reality by defying death!

STRANGER, who came to disaster in his desire for glory!

RKO PRESENTS

THE WHITE TOWER

starring

Claude

EXCITEMENT...

...WITH EVERY GASPING THRILL IN COLOR BY TECHNICOLOR

RKO has made James Ramsey Ullman's great novel into a motion picture that achieves new heights in dramatic intensity! Woven into this action-packed story are the loves, hates, hopes and fears of six remarkable people. These are performances you will long remember.

NATIONALLY ADVERTISED FOR YOUR BOXOFFICE....

with two-page spreads in FULL COLOR in LIFE and SATURDAY EVENING POST . . . full pages in LOOK, COLLIER'S, FAN MAGAZINES . . . in AMERICAN WEEKLY newspaper supplement in 22 cities . . . total CIRCULATION 28,834,599.

RKO RADIO PICTURES

Glenn Ford • Valli
Rains • Oscar Homolka

with

SIR CEDRIC HARDWICKE • LLOYD BRIDGES
JUNE CLAYWORTH • LOTTE STEIN

Produced by Sid Rogell • Directed by Ted Tetzlaff

Screenplay by Paul Jarrico • From the Novel by James Ramsey Ullman

Coast Filming Tally Steady

HOLLYWOOD, July 6.—The production tally remains the same as last week, for a total of 29. Four pictures were started, while four were completed.

Started were: "Pagan Love Song," Metro-Goldwyn-Mayer; "Half an Angel," 20th Century-Fox; "Halls of Montezuma," 20th Century-Fox; "Smuggler's Island," Universal-International. Completed were: "The Great Missouri Raid," Paramount; "Crack Down" and "Texas Triggermen," RKO Radio, and "Kansas Raiders," Universal-International.

Excise Losses

(*Continued from page* 1)

excises, according to the tax repeal group's figures. It listed the 27 wartime excises in order, from the greatest percentage drop to the greatest increase, and the theatre admission tax ranked 18th. That means 17 taxes showed an even greater slump for the period than the three per cent drop in admission collections. Two other taxes had smaller drops and only seven actually showed increases over the first 11 months of the 1949 fiscal year.

Film industry groups, of course, argue that the admission tax collection figures are no reliable guide to box-office conditions, since they do not reflect the increased number of theatres, the increased business in other general admission entertainment, and increased operating costs. Abram F. Myers and Gael Sullivan, representing the Council of Motion Picture Organizations, will put the industry's case before the Senate group tomorrow.

COMPO Board Vote

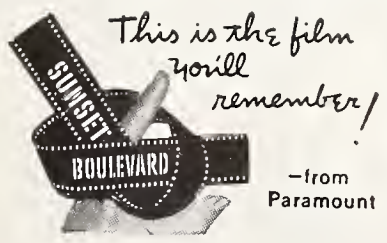
(*Continued from page* 1)

to be maintained. With Brecher at the Waldorf-Astoria were Ned E. Depinet, COMPO president, and Francis Harmon, vice-president of the Motion Picture Association of America, both ex-officio; S. H. Fabian, William Levy, Martin Quigley, Charles P. Skouras, Martin G. Smith and Maurice Brown.

Annabella Import Here

H. Murray O'Hanlon, president of Spalter International Pictures, New York, has two new French imports, "Eternal Conflict," starring Annabella and Fernand Ledoux, and "The Red Angel," starring Paul Meurisse and Thilda Thamar. "The Red Angel" is a Davis production, and "Eternal Conflict" was produced by Francinex, the first Annabella film to be released in this country since the French star left Hollywood several years ago.

Just what the doctor ordered! Repeal that 20% tax! Write, wire, talk to your Senators NOW! Hurry! —COMPO



Review

"Three Little Words"

(M-G-M)

METRO has another first-class musical, and "Three Little Words" is its title. The careers and songs of Bert Kalmar and Harry Ruby, stalwarts among the tunesmiths, provide the basis for an amusing and tuneful attraction, handsomely produced and set forth in attractive Technicolor.

The story will be familiar, roaming the range from the nostalgic days of vaudeville through Tin Pan Alley, and inevitably winding up in Hollywood. How closely it resembles the pivotal stepping stones in the careers of its two principal characters this reviewer knoweth not. But it doesn't matter. The screenplay developed with considerable astuteness by George Wells punctuates the straight dramatic phases of the tale at hand with frequent stretches of comedy and pathos.

The pathos comes from a new kind of role undertaken by Red Skelton who does a surprisingly effective job in what is essentially a new area for him. While he has a chance to fall all over himself in the kind of routines with which he is normally associated, there is a more pronounced serious undertone to his role as Harry Ruby. In fact, his selection for the part might be regarded as a sort of triumph of casting and suggests a new approach for future Skelton attractions.

Fred Astaire is Bert Kalmar, the hoofer who wants to be a magician. Vera-Ellen is the partner he eventually marries. But before a leg injury retires him from the light fantastic and re-directs his activities toward the lyrics for Skelton's music, there is opportunity for several dance sequences. They are superb, keyed to Astaire's impeccable timing and lightness of foot. He has had a number of delightful dancing partners down through the years, but never a better running mate than Vera-Ellen. She actually draws attention away from Astaire, and that is quite an accomplishment.

Told here is the chain of events which draw Astaire and Skelton together in a musical partnership which persisted successfully and long. They had their misunderstandings and even their estrangements, but their alliance of friendship and craftsmanship in the end remains unimpaired. Fourth major lead is the breath-taking Arlene Dahl. She plays Eileen Percy, prominent among the Fox Film stars in her day and who, in real life as well as in the film, married Ruby.

The array of song numbers will be familiar to oldsters and, we venture it, pleasant for youngsters. The title, of course, swings around a Kalmar-Ruby tune which finally makes the grade some years and much amusement after Ruby first tried to sell it to Kalmar.

Interesting treatment finds Gloria De Haven playing her mother as a young songbird. Debbie Reynolds is especially effective as the remembered Helen Kane, the "Boop-de-Boop Girl." Phil Regan appears as himself and so does Al Schacht, the former baseball player. Keenan Wynn is agent and friend of the song-writing team.

Thus, cast values are strong along with the other elements which are so successfully combined in "Three Little Words." Richard Thorpe's direction is very much on the button. Jack Cummings, the producer, must list this attraction among his best. Other craftsmen, such as Hermes Pan who created and directed the dances, make contributions of size.

Running time, 102 minutes. General audience classification. Release date, Aug. 4.

RED KANN

Says Subsidy Promotes Inferior Films

(*Continued from page* 1)

Switzerland, Germany and England, said that American pictures and American stars dominated the field everywhere, "but the great tragedy is that foreign legislatures are trying to legislate our films out by the use of subsidies to producers. This subsidation formula," he continued, "only tends to promote bad productions. Ours is a creative business and subsidies are bad," he stressed. He predicted that foreign governments will not get back half of the money spent on subsidies.

As an answer to subsidies, he said Hollywood must make the finest of pictures to "outsell the others, as in the past."

Goldwyn noted that audiences everywhere want American films but there are increasing restrictions against them. He advised more U. S. producers to go abroad "and see what's going on."

Goldwyn feels that our government should spend $1,000,000,000 for propaganda in Europe.

While in Europe he conferred with J. Arthur Rank, Sir Alexander Korda, Sir Michael Balcon and others, but he declined to reveal at this time whether he made any production deals.

Goldwyn will remain in New York until August for the openings of his "Our Very Own" and "Edge of Doom," whereupon he will return to the Coast.

Goldwyn executives on hand to greet the producer and Mrs. Goldwyn were James Mulvey, Jock Lawrence, William H. Toumey, Al Crown and Martin Davis.

Seek Sunday Showings

NASHVILLE, July 6.—At half-a-dozen spots in Tennessee efforts are being made to legalize Sunday films. At Cleveland, in Eastern Tennessee, three exhibitors decided to test an ambiguous "blue law" by showing on Sunday. They were arrested and posted bond. Until the courts can render a decision they plan to continue to show on Sunday without an admission charge, which is legal. At Jackson, where Sunday shows were declared unlawful, necessary petitions have been presented to the city council asking for a referendum on the question.

Every day counts! Write, wire, talk to your Senators NOW! Ask for full repeal of 20% tax. —COMPO

Swedish Industry Is in a Bad Way

Washington, July 6. — It's the same the wide world over, a Commerce Department report on the film situation in Sweden indicates. The report has these highlights: the Swedish industry is in difficulty because of the high amusement tax; from 250 to 500 theatres, or 10 to 20 per cent of Swedish theatres, have to shut down; the government is turning down requests for a cut in the admission tax and requests for financial aid to producers.

RFC Loans

(*Continued from page* 1)

Bischoff or any other applicant. We just won't pass favorably on film loans."

Gunderson recalled that after the war RFC had made a loan to Hal Roach Studios but said that was to rehabilitate the studios and had been made largely because the Armed Services had used them during the war and "left the studios useless." He said Hal Roach had made "30 or 40 requests" since then for RFC loans actually to make pictures, and all had been turned down or withdrawn.

Chief hope for government loans for the industry now seems to rest with enactment of some sort of bill to aid small business, possibly with specific orders to the RFC to relax its loan policies. The outlook for enactment of such legislation this year is dim, but chances are better for some small-business help next year.

Schine Decree

(*Continued from page* 1)

Theatre property, Norwalk, O.; Star Theatre, Delaware, O.; Opera House, Wooster, O.; Palace Theatre, Watertown, N. Y.; assignment of lease of the site of the former Arcade Theatre, Salisbury, Md.; Pontiac Theatre, Ogdensburg, and Capitol Theatre, Oswego, N. Y.; Civic and Roxy Theatres, Fostoria, O., and Hippodrome, Little Falls, N. Y.

Justice Department spokesmen say the general impression here is that Schine did not do too badly in adhering to the first year's divestiture timetable, although this was accomplished mainly by disposing of properties for non-theatre use. A detailed check-up will be made in the near future, they say.

MITCHELL MAY, Jr. CO., INC.
INSURANCE
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Specializing
in requirements of the
Motion Picture Industry
75 Maiden Lane, New York
510 W. 6th St., Los Angeles

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. [illegible] NEW YORK, U.S.A., MONDAY, JULY 10, 1950 TEN CENTS

Senate Gets Strong Plea For Repeal of 20% Tax

'Bottom Has Dropped Out of the Film Business,' Myers and Sullivan Tell Senate Finance Committee Tax Hearing

WASHINGTON, July 9.—The Council of Motion Picture Organizations on Friday swamped the Senate Finance Committee with facts and figures to show that "the bottom has dropped out of the motion picture business."

Members of the committee by and large gave a sympathetic ear to COMPO representatives Abram F. Myers and Gael Sullivan as they pleaded for complete repeal of the 20 per cent admission tax, rather than just a reduction to 10 per cent, as voted by the House.

Myers told the senators that when the two COMPO representatives testified before the House Ways and Means Committee last February, they had spoken of a serious decline in theatre attendance. However, he added, "our latest information then was for January and that is usually a pretty good

(*Continued on page* 12)

FCC Has Right To Allocate Theatre Video

Coy Answers TOA Query On Channel Authority

That the Federal Communications Commission has full power to allocate air channels exclusively for theatre television was made clear by FCC chairman Wayne Coy in an exchange of theatre TV viewpoints with Gael Sullivan, executive director of Theatre Owners of America, made public by Sullivan at the weekend.

Sullivan told Coy that some members of the TOA seriously questioned the FCC's authority to make the allocation. Coy's answer to this was in the form of references to various sections of the Communications Act of 1934 which set forth the Commission's authority in the field.

Commenting on this, Sullivan said: "Chairman Coy's answer to the question indicates definitely that the Com-

(*Continued on page* 14)

NETTC Files Papers Today

WASHINGTON, July 9.—The new National Exhibitors Theatre Television Committee will be formally incorporated here tomorrow.

Incorporation papers and by-laws were signed and sealed Friday and

(*Continued on page* 14)

Martin Quigley Receives Papal Decoration

Francis Cardinal Spellman, on behalf of Pope Pius XII, on Friday invested the insignia of the Order of St. Gregory the Great upon Martin Quigley, publisher and originator of the Motion Picture Production Code.

The pontifical decoration was recently conferred by the Holy Father upon Quigley in recognition of his efforts in the maintenance of right moral and social standards in motion picture entertainment. The presentation of the medal was made in the Archbishop's Room of the Chancery Office, 451 Madison Avenue.

Since 1916, Quigley has been president of the Quigley Publishing Company, Inc., publishers of *Motion Picture Herald*, MOTION PICTURE DAILY, *Better Theatres, Fame* and *Motion Picture Almanac*.

In making the presentation Cardinal Spellman referred to the noted encyclical on motion pictures issued by Pope Pius XI who urged men to "watch and labor to the end that the motion picture be no longer a school of corruption but that it be transformed into an effectual instrument for the education and elevation of mankind."

"Martin Quigley," the Cardinal declared, "has sought to follow this urging and in doing so has rendered a valuable service in the public interest and in the best interest of his own industry.

"The Production Code which he originated and introduced to Hollywood in 1930, together with his constant watchfulness over the enforcement of the code through the succeeding years, has been productive of much good in the field of motion picture entertainment and has been the means of avoiding much evil.

"To Mr. Quigley and to all those conscientious and high-visioned persons in the industry who have encouraged him and cooperated with him in this work this recognition by Our Sovereign Pontiff, Pope Pius XII, should be the source of satisfaction."

In response Quigley said: "I am deeply gratified to receive from your hands this decoration that has been graciously conferred on me by His Holiness, Pope Pius XII.

"It will be the source of great satisfaction to all responsible persons in the American motion picture industry to note that its Production Code, now in its 20th year, has elicited this august recognition."

The order of St. Gregory the Great was founded in 1831 by Pope Gregory XVI. Originally intended as a decoration for meritorious service by subjects of the Papal States, it is today awarded generally for meritorious public service which benefits religion and the Holy See.

Most Rev. William A. Scully, Coadjutor Bishop of Albany and chairman of the Catholic Bishops Committee on Motion Pictures; Will H. Hays, Ned E. Depinet, president of the Council of Motion Picture Organizations; James Mulvey of the Society of Independent Motion Picture Producers, and Joyce O'Hara, representing the Motion Picture Association of America, were among those in attendance at the presentation.

The ceremony was recorded for the industry newsreel pool by M-G-M's News of the Day.

U-I to Start 5 This Month

Universal-International executives have given the green light to five pictures to be put before cameras this month, giving the studio 25 films either completed or shooting of the 36 to be made during the fiscal year ending Oct. 31. All of the remaining productions on the 1950 schedule now are in various phases of preparation.

Pictures which will start this month are: "Undercover Girl," starring

(*Continued on page* 14)

Six Goldwyn Films Approved for Japan

Supreme Command Allied Powers has granted licenses for the distribution of six pictures in Japan to Samuel Goldwyn Productions, first United States independent producer to receive such permission from SCAP.

According to James A. Mulvey, Goldwyn Productions' president, the first pictures to be released are: "The

(*Continued on page* 13)

Freeman At Studio Helm

Y. Frank Freeman, vice-president of Paramount Pictures Corp., will be in complete charge of all studio operations, effective July 15, Barney Balaban, company president, announced Friday.

Y. Frank Freeman

The resignation of Henry Ginsberg as vice-president and administrative and production head will become effective on the same date, as disclosed last week.

Freeman was associated with the S. A. Lynch circuit when it became a division of Paramount in 1926. He joined Paramount in 1933 and was elected vice-president in charge of theatre operations in 1935. In 1938 he was named vice-president in charge of studio operations and has continued in that post since.

2nd-Quarter Quigley Awards This Week

Judging of the second quarterly 1950 Quigley Awards showmanship competition was held Friday at the Managers' Round Table office of *Motion Picture Herald*. Judges were Montague Salmon, managing director of the Rivoli Theatre here; Martin G. Smith, secretary-treasurer of Smith and Beidler Theatres of Ohio, and Leon Brandt, Eagle Lion Classics advertising-exploitation co-director.

Winners will be announced in the next issue of *Motion Picture Herald*.

N.Y. Exhibitors At 'Union Station' Show

Hugh Owen, Paramount's Eastern and Southern division manager, was host late last week to over 50 exhibitors at a luncheon and screening here of "Union Station," first picture to come from the studio under Paramount's "Blueprint for the Future" program.

The guest list included:

Eugene Picker, John Murphy, Ben Joel, Matty Polon, Sam Goodman, William White, Paul Burke, Sala Hassaneine, Irving Renner, Wilbur Snaper, Elmer Hollander, Carroll Lawler, Ed Granger, Ray Smith, Joe Seider, Nat Harris Sam Rosen, Bernie Brooks, Harry Brandt, William Brandt, Walter Brecher, Morty Lightstone, Morris Lane, I. Zatkin, Harold Klein, Jerome Kridel, Abe Levin, Harry Kalmine, Sam Rinzler, Harold Rinzler, Manny Frisch, Walter Reade, Jr., and Jack Harris.

Also attending from United Paramount Theatres were: Max Fellerman, Robert J. Weitman, Ed Hyman, Selig Seligman and Al Sicignano. Paramount Pictures was represented by Arthur Dunne, Marty Friedman, Monroe Goodman, Phil Isaacs, Jerry Pickman, Oscar Morgan, Howard Minsky, Henry Randel, Myron Sattler and Jack Perley.

Para. Magazine Post To Maria Van Slyke

Maria Van Slyke, currently on tour with Gloria Swanson in behalf of "Sunset Boulevard," has been named national magazine contact for Paramount Pictures under publicity manager Mort Nathanson, it is announced by Max E. Youngstein, vice-president in charge of advertising-publicity.

Miss Van Slyke will succeed Rex Taylor who resigned on Friday to become public relations and promotion director of the Famous Artists School here. She has been working on special assignments for the company.

Here for Fashion Show

Charles Le Maire, director of wardrobe for 20th Century-Fox, will arrive here from the Coast today to prepare for the fashion show which the company is sponsoring in connection with "The Black Rose" on July 12.

The show will be held at the New York Movietone studio with fashion writers, designers, newspaper and trade paper representatives present to see the collection of items tied-in with the Technicolor picture.

Personal Mention

CHARLES EINFELD, 20th Century-Fox advertising vice-president, will return here today from the Coast following conferences at the studio.

•

JOEL LEVY, Loew's out-of-town booker, became a grandfather for the second time on Friday when his daughter, MRS. SAMUEL LEVITT, gave birth to a boy, MARC JOEL, at Lenox Hill Hospital here.

•

JOHN IRWIN, owner of the Avon Theatre, Elgin, Neb., celebrated his recent wedding with a free evening show. A short subject on the program was entitled "Newlyweds."

•

EVELYN KOLEMAN, Republic publicity manager here, left New York over the weekend for Hollywood where she will visit ROY ROGERS and his family.

•

LUIGI LURASCHI, Paramount studio executive, and his family left here on Saturday for Paris.

•

DAN S. TERRELL, head of M-G-M's exploitation department, has returned here from Detroit.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, is in New Haven this week from New York.

•

MURRAY LERNER, Lippert Productions vice-president, left Hollywood on Friday for Missoula, Mont.

WALTER TITUS, JR., Republic division manager, left here last night for Detroit and Cleveland.

•

CHARLES W. TISDALL, formerly with the J. Arthur Rank Organization in Canada, has joined the public relations staff of the Tandy Advertising Agency at Toronto.

•

CLYDE GOODSON, Paramount Atlanta branch manager who has been hospitalized from a heart attack, will soon leave Atlanta for a rest in Florida.

•

JOHN P. CURTIN, Republic special sales representative, left here last night for Syracuse, Rochester and Buffalo.

•

ALBERT M. PICKUS, owner of the Stratford Theatre, Stratford, Conn., has been elected a director of the Stratford Chamber of Commerce.

•

MIKE CULLEN, Loew's St. Louis district manager, will return to his office there today from a vacation at Ft. Henry, Cal.

•

ABE WEISBORD of M-G-M's advertising and art departments, left here over the weekend for a vacation in the Adirondacks.

•

RAOUL WALSH and MRS. WALSH are en route to Hollywood from London by plane.

•

MORT NATHANSON, Paramount publicity manager, is on vacation.

'Death' Premiere Here

Eagle Lion Classics' "Death of a Dream" will have its New York premiere at the Embassy Theatre here on July 18. The documentary on the historical highlights of the 20th century was written and directed by Quentin Reynolds.

'So Bad' Debut Set

"So Young, So Bad," filmed entirely in New York City by Edward J. and Harry Lee Danziger, will have its premiere here at the Criterion, following the current run of "The White Tower." United Artists is the distributor.

Newsreel Parade

FIRST pictures of fighting in Korea and President Truman addressing the Boy Scouts are current newsreel highlights. Other items include personalities in the news, fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 55—Evacuees land in Japan. Front-line action in Korea. U. S. Marines alerted. B-29's take off for war area. President Truman addresses Boy Scouts. Sports: hell-driving, water skiing.

NEWS OF THE DAY, No. 289—Films of U. S. troops in Korea. Boy Scouts hail President Truman. Four-year-old boy prepares for channel swim. News from the sport world: daredevil thriller.

PARAMOUNT NEWS, No. 289—Major league rodeo. "My Friend Irma Goes West" premiere in Las Vegas. Water fair. Films of fighting in Korea. Propaganda conferences in Washington.

TELENEWS DIGEST, No. 27-B—War in Korea. Films of "G.I.'s" in Korea. B-29's to war area. Tirpitz salvaged. Gen. Franco on tour. Archeologists find lost temple. Sports: Brooklyn handicap.

UNIVERSAL NEWS, No. 367—Films of U. S. troops in Korea. Refueling in the air. Abbott and Costello in England. Hat fashions. Four-year-old channel swimmer. Auto shot from cannon.

WARNER PATHE NEWS, No. 94—Korea: films of U. S. troops. Senate hearing on counter-propaganda. People in the news: Col. Katzen and UN team, George Bernard Shaw at 95; Edgar Bergen. Car shot from cannon.

Cowan West to Cast 3rd Dimension Film

Independent producer Lester Cowan left here at the weekend for the Coast to line up talent for the first picture to be made under the aegis of the new Cinema Productions, employing the third dimension process developed by the Polaroid Corp.

The plan is to complete pre-production arrangements at the earliest so that the film, entitled "The Customer Is Always Right," can start rolling in New York in the fall.

Meanwhile, the exhibitor-sponsored company is putting the final touches on incorporation papers for filing, probably in New York, this week. Capitalization will be modest, initially, with the budget for the Cowan film figured at close to $150,000.

M. A. Lightman, Memphis circuit operator, is president of the firm.

Huston Tribute at 'Furies' Premiere

TUCSON, July 9.—Mayor Joseph O. Neimann has proclaimed a "Furies Festival" for 21 days of July for the forthcoming world premiere of "The Furies," new Hal B. Wallis production for Paramount Pictures. The premiere is set for July 21 at the Paramount Theatre.

A highlight of the event will be the dedication of a Walter Huston Memorial Scholarship at the University of Arizona, a special fund being started with the proceeds from the premiere performance of "The Furies," which stars the late Walter Huston along with Barbara Stanwyck and Wendell Corey. Miss Stanwyck will preside at the dedication ceremonies.

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. . . IF YOU TAKE ALL THE PEOPLE WAITING TO SEE

THEY WILL FILL EVERY THEATRE IN AMERICA 19½ TIMES OVER!

and here's why . . .

The L

The most ADVERTISED

$500,000
(Count 'em) CAMPAIGN

DOUBLE PAGE FULL COLOR AD in LIFE MAGAZINE on stands August 25

DOUBLE PAGE FULL COLOR AD in LOOK MAGAZINE on stands August 15

DOUBLE PAGE FULL COLOR AD in GOOD HOUSEKEEPING on stands August 20

DOUBLE PAGE FULL COLOR AD in COSMOPOLITAN on stands August 1

FULL COLOR NEWSPAPER AD in AMERICAN WEEKLY on stands August 20

FULL COLOR NEWSPAPER AD in PICTORIAL REVIEW on stands August 27

FULL COLOR NEWSPAPER AD in PUCK, The Comic Weekly on stands August 13

FULL PAGE FULL COLOR AD in HARPER'S BAZAAR on stands September 1
and in HOUSE BEAUTIFUL on stands August 18 and in TOWN & COUNTRY on stands August 1

MOST IMPACT AT YOUR PLAYING TIME!

NOW *turn this ad over and see how this campaign works for you!*

MOST IMPACT AT YOUR PLAYING TIME!

The Black Rose

COLOR BY TECHNICOLOR

The most ADVERTISED

$500,000
(Count 'em) CAMPAIGN

DOUBLE PAGE FULL COLOR AD in LIFE MAGAZINE	on stands August 25
DOUBLE PAGE FULL COLOR AD in LOOK MAGAZINE	on stands August 15
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MOST IMPACT AT YOUR PLAYING TIME!

The most PUBLICIZED

Look at LIFE

COVER AND 4-PAGE FEATURE in LIFE (issue of June 26) **kicked off unprecedented publicity campaign!**

PRE-SOLD TO 20 MILLION

as Book-of-the-Month, Best Seller, Bantam edition, and in 21-day newspaper serialization starting August 12.

(Get your local editor to order serialization from King Features Syndicate.)

MORE...MUCH, MUCH MORE...TO COME!

The most EXPLOITED

CARMEL SNOW,
America's No. 1 Fashion Authority and Editor-in-chief of Harper's Bazaar says:

"Black Rose will be one of the most fashionable colors of all!"

(Your wife knows all about "Black Rose" — ask her!)

38 NATIONAL MANUFACTURERS

are creating, advertising and promoting Block Rose Fashions — ranging from a Block Rose (Schenley) Cocktail to a Block Rose (Tulo) Nightie — and they'll all be working for you!

5,000 DEPARTMENT STORES

will be advertising and selling "Block Rose" — They are waiting for you for window displays, in-store promotions, co-op ads and lobby tie-ins!

IT'S ALL SET UP AND ROLLING!...LET'S GO!

NOW *turn this ad over and see how this campaign works for you!*

Town	Readership*
Marion	230,814
Newark	104,931
Painesville	346,590
Portsmouth	80,307
Sandusky	501,417
Springfield	258,642
Steubenville	489,636
Toledo	1,534,347
Warren	297,081
Washington	34,047
Wooster	142,227
Youngstown	405,927
Zanesville	121,770

Oklahoma

Ada	28,260
Altus	44,694
Ardmore	52,390
Bartlesville	71,334
Chickasha	49,149
Clinton	47,277
El Reno	43,965
Enid	141,750
Lawton	96,615
McAlester	41,526
Muskogee	88,191
Oklahoma City	519,957
Okmulgee	49,851
Ponca City	66,501
Shawnee	84,627
Tulsa	472,581

Oregon

Astoria	224,406
Baker	87,444
Bend	151,795
Eugene	651,600
Klamath Falls	265,239
La Grande	97,335
Marshfield	231,066
Medford	473,499
Pendleton	126,594
Portland	5,237,767
Salem	887,994
The Dalles	168,177

Pennsylvania

Allentown	1,124,442
Altoona	789,696
Beaver Falls	414,531
Braddock	435,006
Bradford	172,242
Butler	344,025
Camden	2,089,854
Carbondale	116,874
Chambersburg	124,182
Chester	605,457
Clearfield	156,564
Connellsville	312,930
DuBois	186,561
Easton	583,200
Erie	589,221
Greensburg	676,035
Harrisburg	891,576
Hazleton	255,987
Indiana	248,346
Johstown	959,256
Kittanning	216,000
Lancaster	651,186
Lebanon	214,155
Lewistown	129,285
Meadville	197,145

Town	Readership*
McKeesport	1,052,955
McKees Rocks	583,345
New Castle	386,865
New Kensington	685,566
Norristown	593,424
Oil City	389,340
Philadelphia	9,528,930
Pittsburgh	4,852,405
Pottstown	283,815
Pottsville	458,586
Punxautawney	95,904
Reading	724,464
Ridgway	149,679
Scranton	494,235
Shamokin	227,691
Sharon	399,195
Shenandoah	227,970
Sunbury	285,804
Uniontown	563,112
Warren	164,970
Washington	556,631
Wilkes-Barre	813,384
Williamsport	412,065
York	695,331

Rhode Island

Newport	205,767
Providence	2,319,444
Woonsocket	302,211

So. Carolina

Anderson	63,585
Charleston	317,574
Columbia	301,761
Florence	180,711
Greenville	255,924
Greenwood	49,662
Orangeburg	48,915
Rock Hill	74,322
Spartanburg	208,899
Sumter	57,699

South Dakota

Aberdeen	155,304
Huron	48,600
Lead	37,701
Mitchell	72,135
Pierre	26,685
Rapid City	91,512
Sioux Falls	281,097
Watertown	93,366
Yankton	32,445

Tennessee

Bristol	129,411
Chattanooga	358,155
Clarksville	25,866
Columbia	48,384
Dyersburg	22,275
Jackson	99,369
Johnson City	120,384
Kingsport	103,950
Knoxville	345,843
Memphis	447,975
Nashville	410,814

Texas

Abilene	133,290
Amarillo	272,736
Austin	357,731
Beaumont	266.634

Town	Readership*
Big Spring	165,816
Brownsville	296,595
Brownwood	76,707
Bryan	51,570
Corpus Christi	527,391
Corsicana	28,350
Dallas	831,096
El Paso	427,167
Fort Worth	487,692
Galveston	146,799
Greenville	42,516
Houston	1,007,874
Laredo	66,627
Longview	84,834
Lubbock	208,647
Marshall	30,366
Palestine	39,681
Pampa	116,991
Paris	59,985
San Angelo	127,764
San Antonio	2,692,836
Sherman	113,904
Temple	110,115
Tyler	131,085
Waco	191,196
Wichita Falls	226,859

Utah

Logan	47,070
Ogden	200,421
Provo	163,170
Salt Lake City	565,470

Vermont

Barre	197,415
Brattleboro	59,904
Burlington	345,186
Rutland	220,527
St. Johnsbury	181,865

Virginia

Charlottesville	140,499
Covington	84,636
Danville	123,849
Fredericksburg	115,245
Harrisonburg	128,916
Lynchburg	139,572
Norfolk	1,192,455
Petersburg	141,147
Richmond	492,066
Roanoke	349,245
Staunton	109,350
Winchester	296,767

Washington

Town	Readership*
Aberdeen	368,586
Bellingham	469,395
Everett	552,969
Olympia	474,831
Seattle	4,794,901
Spokane	657,549
Tacoma	798,219
Walla Walla	262,782
Wenatchee	[illegible],089
Yakima	[illegible],090

West Virginia

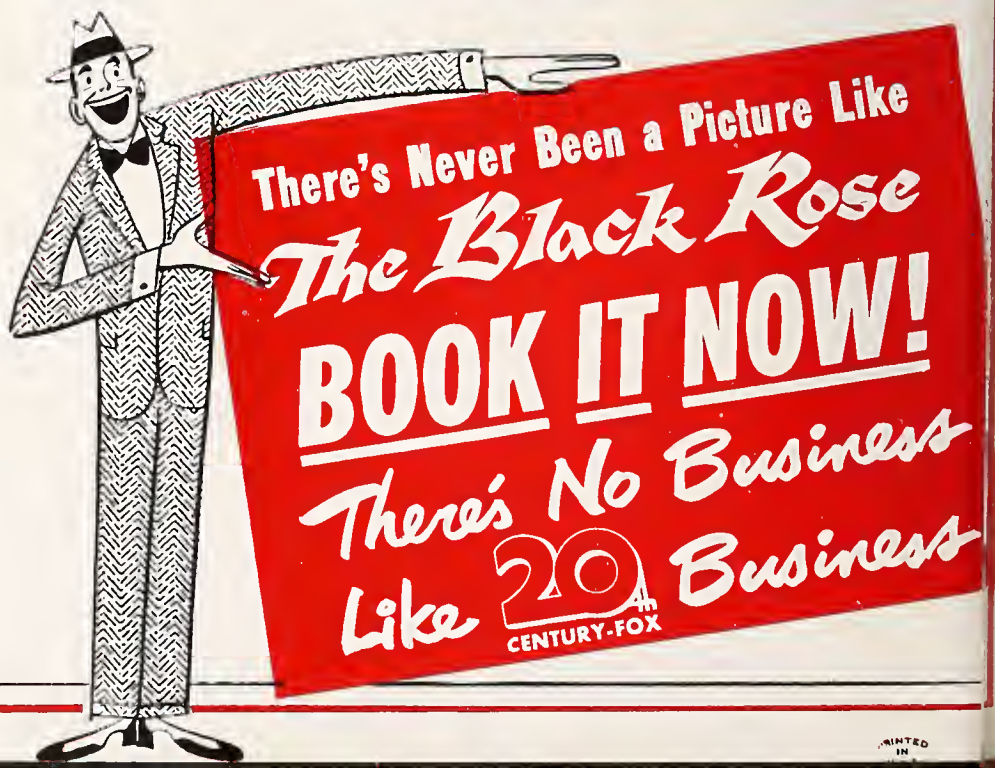
Beckley	127,152
Bluefield	244,179
Charleston	387,090
Clarksburg	232,092
Elkins	52,065
Fairmont	161,865
Huntington	345,465
Logan	48,717
Martinsburg	139,842
Morgantown	255,231
Parkersburg	126,036
Wheeling	601,884
Williamson	61,020

Wisconsin

Appleton	498,969
Ashland	105,471
Eau Claire	506,475
Fond Du Lac	295,542
Green Bay	564,012
Janesville	228,546
Kenosha	292,212
La Crosse	411,687
Madison	812,476
Manitowoc	258,345
Marinette	171,477
Milwaukee	3,365,307
Oshkosh	245,385
Racine	372,491
Sheboygan	269,631
Stevens Point	316,215
Wausau	577,404

Wyoming

Casper	148,257
Cheyenne	127,080
Laramie	36,171
Rock Springs	53,325
Sheridan	13,926



Indian Princess on National Tour For 'Broken Arrow'

Underscoring the theme of Indian-White relations in 20th Century-Fox's "Broken Arrow," the company announces the departure of Princess Yellow Robe, well-known Indian lecturer and director of New York's Indian exhibit at Jones Beach State Park, Long Island, on a national tour, during which she will talk to editors, women's groups, motion picture critics, exhibitors and educational leaders, about the story of the picture.

First stop will be Minneapolis, following which she will arrive in Des Moines on Wednesday. Her schedule calls for the following visits: St. Louis, July 13; Cincinnati, July 14; Chicago, July 15-17; Milwaukee, July 18; Detroit, July 19; Cleveland, July 20-23; Pittsburgh, July 24; Boston, July 25-26; Baltimore, July 27, and Philadelphia, July 28.

Miss Yellow Robe will carry special feature material and art dealing with the picture. She will also have a specially-prepared presentation book with scenes and accompanying dialogue not only synopsizing the picture but presenting the important points which the picture makes.

Her discussions will center about the fact that "Arrow" deals with the Indian stripped of the heroic-white-man-versus-villainous-Indian point of view.

Miss Yellow Robe's appearances will be in advance of the opening of the picture in each city and will attempt to interest opinion-making groups and individuals in the unusual story line.

Para. to Distribute Israeli Two-Reeler

"The New Pioneers," two-reel film on Israel, will be released by Paramount in the fall, it is announced by A. W. Schwalberg, president of Paramount Film Distributing Corp. Distribution will be handled by Oscar Morgan, general sales manager of short subjects and Paramount News.

A narrative film dealing with the progress of Israel since it became an independent nation, "The New Pioneers" was produced and directed by Baruch Dienar as the first Israeli commercial production of Israel Motion Picture Studios, Ltd., located in Tel-Aviv.

Ed Grainger to Start 3

HOLLYWOOD, July 9.—Producer Edmund Grainger has set starting dates for the first three of five features which he will make for RKO Radio.

"Flying Devil Dogs," Technicolor, will take off on Aug. 15, "The Day They Gave Babies Away," Dale Eunson's *Cosmopolitan* Magazine story, gets under way on Dec. 1, while Technicolor cameras on Jan. 8 will start rolling in British Kenya on "African Intrigue," based on the Alfred Batson novel.

Sam Bernard, 61, Actor

HOLLYWOOD, June 9.—Services were held here Friday for Sam Bernard, 61, veteran actor of films and stage, who died of a heart ailment. The remains will be placed in the family mausoleum in Union Field Cemetery, Brooklyn.

Tradewise . . .

By SHERWIN KANE

THE rejection by the Reconstruction Finance Corp. last week of the test application for a production financing loan is regarded by observers as more of an indication of the current sensitivity of the RFC directors to Senate committee inquiries than it is of the qualifications of independent producers in search of such loans.

Certainly, an RFC loan to finance motion picture production of a small company would result in far less eyebrow-raising among the tax payers than would the recent Senate committee disclosures of some of the loans the RFC has made, among them loans to almost everything from a rabbit farm to a Reno hotel built around a gambling joint. Almost all of these fantastic ventures were financial failures which left the government, i. e., the tax payers, holding the bag.

Harvey J. Gunderson, RFC director, told MOTION PICTURE DAILY's Washington correspondent that loans to finance motion picture production were contrary to the corporation's policy and none would be made.

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It strikes many as a questionable policy which permits loans to be made to absurd and obscure enterprises, such as those revealed at the Senate committee hearings on RFC activities, but which denies loans to anything as near to and as popular with the public as motion picture entertainment.

In what was regarded as a test application by the Society of Independent Motion Picture Producers, Sam Bischoff sought financing of $480,000 for each of 10 productions from the RFC.

Rejection of the application came as a disappointment to many independent producers, but hardly as a surprise to some of them who were aware that a critical Senate committee was giving the RFC something of a going-over while the application was under consideration.

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Closing of the RFC's doors to independent production financing confines much of the continuing hope for new sources of first money to the plan set before independent producers in Hollywood two months ago by Alex Ardrey of Bankers Trust Co., New York, and Ellis Arnall of the SIMPP.

The plan, which offers possibilities of making available $20,000,000 of financing to independent producers, is very much alive. George Bagnall, in association with Bankers Trust representatives, is completing a questionnaire designed to provide the information which will determine whether independent production financing is a good risk.

It is up to independent producers to decide whether they will open their books to provide the answers. If they do, and if the information obtained reveals a healthy and profitable record for independent production, there is every reason to believe the Ardrey plan will be put into effect.

It may even be augmented by the National Exhibitors Film Co. plan, which also envisions the stimulation of independent production.

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Ill-advised statements by a number of exhibitors in the Milwaukee territory were the basis for a decidedly downbeat story in the Milwaukee Sunday *Journal* last month concerning the falling off of theatre attendance.

The exhibitors in question obviously failed to realize the power of suggestion in their own statements that fewer people are attending their theatres. Insofar as many are concerned, those exhibitors might just as well have added that it puzzled them why others were still coming, because their statements invited patrons to ask themselves that question.

In a period in which the industry's leading showmen are bending every effort to win back the lost customers and to repair and strengthen industry public relations, the destructive statements of those Milwaukee exhibitors came as a genuine shock.

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Fortunately, they were answered promptly. For example, Gamble Enterprises, of which Ted R. Gamble is president, bought large space in Milwaukee papers to counteract the damage done by segments of the local industry to all.

"You made us the proudest showmen in the city!" the Gamble ads were headed. "Here's why: More people are attending the Riverside. Our attendance is ahead 6.4 per cent. There must be a reason!

"Our screen entertainment is better than ever!

"Our stage shows are better than ever!

"There's still no business like show business!"

The ads carried certified proof of the increase in attendance at the Riverside.

The industry really has problems when a part of it has to buy newspaper space to counteract the gratuitous and injurious propaganda of another part of it.

SEG Conference of Unions to Protest Layoffs This Month

The Screen Employes Guild's sponsored conference of industry unions protest home office layoffs will be held the latter part of this month, Jack Ryan, business director, declared at the weekend, spiking reports to the contrary. Arrangements are currently underway, he said, and the conference date will be announced shortly.

Opposition to the conference has come from IATSE's local No. H-63. An editorial in the current issue of SEG News attacks the views of H-63 on the conference and reaffirms the need for such a confab. The editorial also states that renewed invitations will be sent to H-63 to attend.

'Stella' Events Set By Louisville Group

LOUISVILLE, July 9.—The Mid-Century Homecoming Commission of this city will tie-in with the world premiere of 20th Century-Fox's "Stella," the film company announces. The organization, which numbers influential citizens of the state on its roster, will provide a reception for Victor Mature and the Hollywood contingent of "Stella" when they arrive prior to the opening on July 21.

Both at the airport and in the city, the Commission is scheduling ceremonies which will involve the Mayor, civic luncheons, a night parade, topping off an outdoor square dance to which thousands will be invited.

The dance festivities will be for the benefit of the Shriners' Crippled Children's Fund.

5-Theatre Debut for Abbott and Costello

Universal - International's "Abbott and Costello in the Foreign Legion" will have its world premiere at a five-theatre combination in the Cincinnati area consisting of a drive-in and four neighborhood and suburban houses on July 19, marking the first time that the company has attempted this type of opening.

The premiere will be backed by an all-out promotional and advertising campaign, the company states, with Maurice Harris, home office exploitation representative, now on the scene working on the advance campaign. The theatres are the Twin Drive-In, Bond Hill; Valley, Roselawn; Ambassador, Oakley; Covedale, Price Hill; Madison, Covington, Ky.

Sharpe Starts New Post with Hacker

C. W. Sharpe has taken over the supervision of the motion picture department of Samuel Hacker & Co., film industry certified public accountants here.

Sharpe recently resigned as treasurer of Pathe Industries, in order to join Hacker. Prior to Pathe, he was controller of Columbia Pictures, assistant to the NBC vice-president in charge of finance, and staff accountant with Price Waterhouse.

Every day counts! Write, wire, talk to your Senators NOW! As for full repeal of 20% tax.

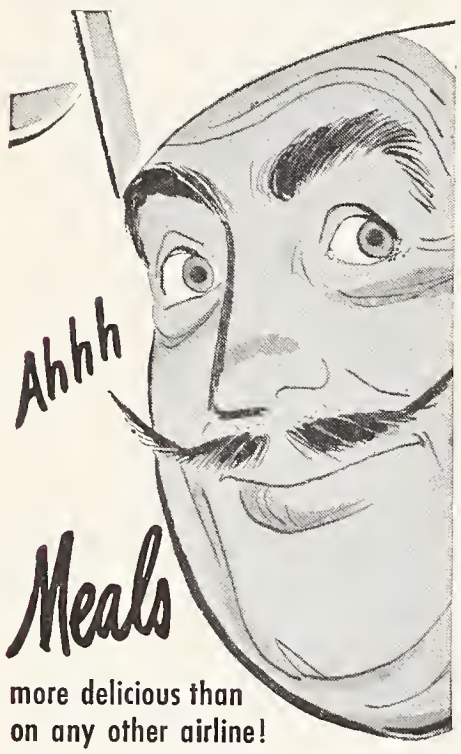
Trailer Lists Solons' Stand on U. S. Tax

Omaha, July 9. — Allied Theatre Owners of Iowa-Nebraska paid for and distributed trailers which informed audiences of the stand of individual Congressmen of the two states on the repeal of the Federal admission tax. All Congressmen were listed in the trailers as either in favor of repeal or reduction of the tax.

The trailers were made available to non-member theatres in the two states as well as to AITO member houses.

Theatre Competition

BOSTON, July 9. — Approximately 750,000 persons in the Boston and Providence area watch nightly telecasts of baseball games here, it is estimated by Jim Britt, who telecasts the games.



Senate Gets Evidence of Decline in Theatre Take

Washington, July 9.—Among the specific items presented to the Senate Finance Committee on Friday at hearings on the admission tax repeal, by COMPO representatives Abram Myers and Gael Sullivan, to back up their picture of sharp box-office declines, were the following:

A *Motion Picture Herald* story showing the sums collected from the Federal admission tax from 1917 through Dec. 1949, indicating a steady decline in the last two and a half years.

A summary from the Department of Commerce's survey of current business showing a decline in corporate taxes paid by motion picture firms from $136,000,000 in 1946 to $49,000,000 in 1948.

Bureau of Internal Revenue figures showing that admission tax collections for the first 11 months of the 1950 fiscal year were about $12,000,000 below the same 1949 period.

Figures from the city treasurer of Cincinnati showing that collections on motion picture admissions for the first three months of 1950 were about 26 per cent below the same 1949 period, with an even greater decline for suburban theatres.

Figures on the three per cent admission tax in Chicago showing a steady drop from $127,102 in January to $108,562 in April.

Collections from film admission taxes in 27 Ohio cities showing drops of anywhere from nine per cent to 26 per cent for the first four months of this year below the comparable four months last year.

A poll of exhibitors conducted by the *Motion Picture Herald* showing an average decline of 17 per cent for the Nov., 1949 through Feb., 1950 period as against the same 1948-49 months, and "even this does not reflect the disastrous declines in April."

COMPO's survey showing 580 theatre closings during the Nov., 1949, through April, 1950 period.

Pittsburgh tax collections from motion pictures showing a drop from $83,655 in January to $48,742 in May.

Strong Plea for Tax Repeal

(*Continued from page* 1)

month for theatres. Since then, the bottom has dropped out of the motion picture business."

The "unprecedented decline in box-office receipts" should concern the Committee, Myers said, for two reasons: "Its probable effect on current estimates of future revenue to be derived from the admission tax, and because if, contrary to our hopes and prayers, war is again thrust upon us, the government will have need of the services and facilities of a strong, active motion picture industry."

Stress *Herald* Poll

The COMPO officials made this significant statement:

"In our presentation to the Ways and Means Committee, we said: 'It is estimated that about 70,000,000 theatre admissions are sold each week. This is a decline from a wartime peak of 100,000,000.' In view of these later figures showing a startling falling off in movie-going, we can no longer stand on that estimate."

Both Myers and Sullivan stressed a *Motion Picture Herald* poll on declining ticket tax income and local admission tax collection figures rather than the Bureau of Internal Revenue figures, pointing out that the latter include all general admission entertainment taxes while the *Herald* statistics deal exclusively with motion picture theatres.

While the House bill cuts the admission tax from the wartime 20 per cent back to the pre-war 10 per cent, the COMPO officials said, "it leaves motion pictures still saddled with the 10 per cent tax imposed in 1932 as a 'depression tax.' The depression has been over much longer than the war and we feel that the time has come to lift this burden from our faltering business."

Myers and Sullivan filed with the Committee a jointly-prepared brief, and then each made extemporaneous statements of his own. They were on the stand about 40 minutes in all.

Cites Revenue Drop

The COMPO brief emphasized that due to the box-office drop, Federal income from the admission tax in the 1951 fiscal year will run nowhere near as high as the Treasury estimates. Moreover, it said, the handicap of the admission tax means even more serious declines in Federal and state corporate income taxes from film sources, citing the Commerce study to show the drop that has already taken place.

The 580 theatre closings reported, the brief said, "represents only permanent closings and takes no account of temporary closings and reduced operating time, all of which make a bad situation worse and contribute to the growing unemployment in our business." It pointed out that while only nine theatres in the Cleveland area had permanently closed, over 30 theatres had closed completely or part time.

COMPO takes no pleasure in relating "the dismal facts concerning the present state of our business," the two officials said. They declared that showmen are naturally optimistic and that "they have no reason to doubt that motion pictures stand first in the affections of the American people among all forms of entertainment. Relieved of this unfair tax burden, the motion picture industry will be able to stand on its own feet. It seeks no government subsidy or price supports."

Remind of War Effort

Both Myers and Sullivan mentioned from time to time the war record of the industry both as entertainment and a means of communication between the government and the people, and its possible service in another war, and Myers stressed heavily, in answering questions from Senators, the argument that films are entitled to be relieved from taxes as a medium of information along with the press and radio.

The Senate Committee hopes to finish its hearings on the tax bill this week (ending July 14) and to have a bill ready for floor action by about July 20. According to COMPO's poll of the Committee, six members favor a cut in the tax, five favor complete repeal, and two are not yet committed.

Senator Ed Johnson (D., Colo.), a member of the committee who has had considerable to say about the film business recently, was not present. Senators Millikin (R., Colo.), and Butler (R., Neb.), showed themselves most sympathetic to the industry plea, while Senator Taft (R., O.)—one of the two uncommitted senators—raised the most questions. Despite this questioning, however, the two COMPO officials expresed optimism that they had made a deep impression on the Ohio Republican.

Taft repeatedly asked what Myers and Sullivan thought was the reason for the drop—competition from television, a shift from permanent theatres to drive-ins, or what. He said he was trying to make up his mind whether

(*Continued on page* 13)

Found: The Reason For Lost Patrons

Washington, July 9.—What keeps patrons out of the film theatres?

Senator Kerr, Oklahoma Democrat and a member of the Senate Finance Committee, gave his reason during questioning of COMPO representatives Abram Myers and Gael Sullivan Friday at the tax hearing. "There is a great dearth of good mystery stories," Kerr said. "That practically keeps me away. I wonder if anything can be done about it?"

TV Hurts Box-office 'Very Much'; Myers

Washington, July 9. — In answer to a question by Senate Finance Committee chairman George during the tax repeal hearings on Friday, Allied States counsel Abram Myers admitted that television has been hurting box-office receipts "very much."

Myers (D. 6) he said he could not estimate how much, but it "certainly is one of the contributing causes" to the recent decline.

More on Tax Plea

(*Continued from page* 12)

the drop was temporary or permanent. Myers said there was "as many theories as people in the business," but that he thought a key reason was that with the return of installment buying, available money was going into refrigerators, cars and other consumer goods rather than entertainment. Sullivan said he thought a rising cost of living had cut into the entertainment budget of the average family.

Taft said he did not think the cost of living had gone up enough to cause the sharp box-office drops reported by the COMPO officials. He also indicated he thought that television was largely responsible, pointing out that the largest box-office drops in Ohio had come since the coaxial cable had reached there last fall.

"Isn't it true," interjected Millikin, "that whatever the reason, the greater is the need for removing the tax?"

Says 9,000 Nearly in 'Red'

Sullivan told the Committee that while 580 theatres had actually closed during the six-month period, "another 9,000 theatres are close to the red-ink." He cited a National Theatres survey that showed while box-office takes dropped 20 per cent in non-television areas it was off 40 per cent in television-saturated areas.

TOA leader Sullivan pointed out that the 12-to-20-year age group accounts for about 40 per cent to 45 per cent of theatre attendance, and said that many small theatres were suffering because of a curtailed purchasing power in this group, and are being forced to cancel matinees.

Theatres have raised their prices less than 11 per cent since 1937, Sullivan told Senator Kerr (D. Okla.) in answer to a question. Some have not raised their prices at all, he said, citing Frank Walker's Comerford Theatres. He emphasized the industry's announced position of passing on any tax cut to patrons.

The exhibition industry is different from other industries in that when times get bad it cannot cut costs by firing personnel, Sullivan also pointed out. "Whether we're running at capacity or at reduced attendance, we still have to keep the same projectionists, ushers, cashiers and janitors," he declared.

Review

"Covered Wagon Raid"

(*Republic*)

ASSOCIATE producer Gordon Kay and director R. G. Springsteen have put together a fast, action-packed picture in "Covered Wagon Raid." There are no surprise twists in the story and the audience is in the know from the very beginning as to the identity of the villain, but there is plenty of shooting and hard riding. Inevitably, there is the climactic fight at the end when Lane disposes of the gang leader and his aide.

Allen makes a mighty fine cowboy; Eddy Waller is good as the grizzled old-timer who helps him track down the outlaws; Alex Gerry convinces in his portrayal of the "deacon," a bar-keeper and actual brains of the gang; Lyn Thomas has a few short scenes and Dick Curtis seems to enjoy his part as a mean ruffian.

The story, written by M. Coates Webster, is designed mostly to give "Rocky" a chance to ride Black Jack and display his prowess with a gun. Lane, an investigator for an insurance company, has been sent into the territory to investigate a series of holdups which kept people from settling on Waller's land. He foils a holdup himself while riding into town and is attacked by the bandits. The gang makes it appear as if Lane murdered one of them and he becomes an outlaw himself. In the end he leads the outlaws into a trap but not before Miss Thomas almost upsets the applecart by giving away his real identity.

Running time, 60 minutes. General audience classification. Release date, June 30.

Studio Employment Off, Wages Are Up

Hollywood, July 9.—Studio employment decreased slightly in May to 69.5 per cent from April's 70.5 on the California Department of Industrial Labor Relations' scale which regards the 1940 average as 100. May one year ago averaged 74.1 per cent. The average weekly wage, on the other hand, rose to $101.09, from April's $97.42.

Goldwyn Films

(*Continued from page* 1)

Bishop's Wife," "The Princess and the Pirate," "The Secret Life of Walter Mitty," "Hurricane," "The Westerner" and "Wuthering Heights."

The six productions will be distributed by the Daiei Motion Picture Co. of Tokyo, said to be the largest releasing organization in Japan. Actual distribution will commence in September, with "The Westerner" the lead-off.

PARAMOUNT IN THEATRE TRADE SHOWS

Before Audiences
July 5 thru July 26

• • •

"UNION STATION"

starring

WILLIAM HOLDEN
NANCY OLSON
BARRY FITZGERALD

with

Lyle Bettger · Jan Sterling

Produced by Jules Schermer
Directed by Rudolph Maté
Screenplay by Sydney Boehm

PLACE OF SCREENING

PLACE	DATE
ALBANY	
Madison Theatre	Thurs., July 13
ATLANTA	
Paramount Proj. Room (2:00 P.M.)	Thurs., July 13
BOSTON	
Capitol Theatre Allston, Mass.	Tues., July 11
BUFFALO	
Paramount Theatre	Mon., July 10
CHARLOTTE	
Dilworth Theatre	Tues., July 11
CHICAGO	
Valencia Theatre Evanston, Ill.	Thurs., July 20
CINCINNATI	
Albee Theatre	Tues., July 11
CLEVELAND	
Loew's Park Theatre	Thurs., July 13
DALLAS	
Majestic Theatre	Wed., July 12
DENVER	
Denham Theatre	Tues., July 11
DES MOINES	
Des Moines Theatre	Wed., July 5
DETROIT	
Michigan Theatre	Mon., July 10
INDIANAPOLIS	
Circle Theatre	Wed., July 26
JACKSONVILLE	
Florida Theatre	Wed., July 5
KANSAS CITY	
Paramount Theatre 1114 Main St.	Thurs., July 6
LOS ANGELES	
Paramount Theatre Hollywood	Thurs., July 6
MEMPHIS	
Paramount Proj. Room (2:30 P.M.)	Fri., July 14
MILWAUKEE	
Paramount Proj. Room (2:00 P.M.)	Fri., July 14
MINNEAPOLIS	
Paramount Proj. Room (2:00 P.M.)	Fri., July 14
NEW HAVEN	
Paramount Theatre	Mon., July 10
NEW ORLEANS	
Saenger Theatre	Fri., July 7
NEW YORK CITY	
Paramount Proj. Room (9th Fl.) 1501 Broadway, N.Y.C. (11:00 A.M.)	Thurs., July 13
OKLAHOMA CITY	
Criterion Theatre	Thurs., July 20
OMAHA	
Orpheum	Thurs., July 6
PHILADELPHIA	
Broadway Theatre Broad St. & Snyder Ave.	Fri., July 14
PITTSBURGH	
Stanley Theatre	Wed., July 12
PORTLAND	
Paramount Theatre	Mon., July 17
ST. LOUIS	
St. Louis Theatre	Mon., July 10
SALT LAKE CITY	
Paramount Proj. Room (1:30 P.M.)	Tues., July 11
SAN FRANCISCO	
Paramount Theatre	Mon., July 10
SEATTLE	
Fifth Avenue Theatre	Mon., July 10
WASHINGTON, D. C.	
Warner Theatre	Wed., July 12

Theatre Workers Not In Mass. Wage Bill

Boston, July 9. — Theatre workers are specifically exempted by an amendment to the Massachusetts minimum wage bill passed by the state house of representatives on Friday. A second amendment exempts "employees under 19 years of age engaged in the amusement and recreation industries."

The bill, which provides for a basic minimum wage of 65 cents per hour this year, with a five cent per hour raise in 1951 and 1952, now goes to the state senate for action.

UK Trade Fund Puts Siegel on Committee

HOLLYWOOD, July 9.—The British Cinematograph Trade Benevolent Fund has notified Norman Siegel, Paramount studio advertising-publicity director, that he has been made a member of the organization's general committee for the 1950 Royal Film Performance sponsored by the Fund.

Siegel has served as Hollywood coordinator for the Royal Film Performance for the past three years.

Victory is in sight! One final push! Write, wire, talk to your Senators. Ask REPEAL of 20% tax!

FCC Has Right to Allocate

(*Continued from page* 1)

mission is empowered to make an allocation of air channels exclusively for theatre television if it finds that the proposed theatre television service will be in the public service, convenience and necessity."

The matter of FCC authority was one of three questions which Sullivan said had arisen in connection with TOA's preparation for the as yet unscheduled FCC hearings on theatre TV.

On the second count, Sullivan told Coy that some theatremen "seem to believe" that very-high-frequency channels would be available for theatres in the event that all television broadcasting is moved up to the ultra-high-frequency band.

"We in TOA have assumed that the present channels allocated to telecasters would not be available for theatre television and have proceeded in our preparations along this basis," Sullivan stated to Coy.

The latter's answer was that there is no likelihood that the FCC will vacate telecasters from the VHF channels and thereby make them available to other services, such as theatre TV. Coy said that several industry witnesses were asked their views on the effects of such a move during the recent color television hearings. He added, however, that "these questions were purely hypothetical and were not based on any official action heretofore taken or presently proposed to be taken by the Commission."

The Sullivan-Coy exchange threw no new light on when the industry might expect the Commission to hold public hearings on theatre television channels. Asked about a possible date for the sessions, Coy said "it is not possible at this time" to estimate it.

Boston and 'Frisco Start 'Men' Key Runs

Following its world premiere later this month at Radio City Music Hall, Stanley Kramer's "The Men" will open a series of key-city bookings starting with engagements at the Astor Theatre, Boston, and the St. Francis in San Francisco, United Artists announced. The film, directed by Fred Zinnemann and starring Marlon Brando and Teresa Wright, deals with wounded veterans.

Malcolm Ross Will Aid 'No Way Out'

Malcolm Ross, former chairman of the President's Commission on Fair Employment Practice and University editor of the University of Miami, has been engaged by 20th Century-Fox as a special public relations consultant on Darryl F. Zanuck's production "No Way Out."

Ross' experience with the FEP program was instrumental in Zanuck's decision to utilize his knowledge in connection with this story of racial hatred. He will advise on this aspect of the picture's publicity campaign currently under way for the August world premiere of the picture in New York, as well as for the national engagements following.

Yarbrough in Television

HOLLYWOOD, July 9.—Director Jean Yarbrough has accepted an offer from Proctor and Gamble to direct their new television show, "Beulah," which will star Ethel Waters. Yarbrough, who recently completed Monogram's "Tall Timber," left here yesterday for New York where he will direct the half-hour shows which will be put on film before televising. He will take a three months leave of absence from motion pictures.

Critics Pick 'Father'

CLEVELAND, July 9.—M-G-M's "Father of the Bride" was unanimously selected as the "Best Picture of the Month" (June) by the Cleveland Critics' Circle. This is the third monthly award to be made by Cleveland critics as one of the activities of the local "Showmanship" campaign. Previous winners were "The Third Man," for April, and "Annie Get Your Gun," for May.

Rooney Signs for Three

HOLLYWOOD, July 9.—Mickey Rooney has been signed by Columbia for three additional pictures to be made in the next two years. Rooney is currently celebrating his 25th year in show business.

Just what the doctor ordered! Repeal that 20% tax! Write, wire, talk to your Senators NOW! Hurry! —COMPO

NETTC Files

(*Continued from page* 1)

will be delivered to the District Court as soon as it opens tomorrow.

Harry Bachman, operator of the Circle Theatre, Frank M. Boucher, manager of K-B Theatres, and A. Julian Brylawski, head of Warner Bros. real estate department here, are the incorporators but this is purely a formality. Washington law requires that District corporations be incorporated by residents of the District, and these three, as officials of the Washington Theatre Owners Association, took the job.

Actually, the affairs of the Committee will be run by a board of directors of three to 21 members, picked by the organizing companies and individuals. A membership meeting of these original organizers will probably be held in the next few weeks to pick the board. The board will then pass on the applications of new individuals and corporations for membership. Each year, a new board will be elected by the membership.

In between board meetings and the annual membership meetings, the affairs of the NETTC will be run by an executive committee of up to nine members, appointed by the chairman of the board and including the chairman. The chairman will be elected by the board for a one-year term.

Board to Elect Officers

The board will also elect a vice-chairman, secretary and treasurer, also for a one-year term each. A general counsel and other officers will be elected by the board for an indefinite term.

The "active day-to-day administrative officer" of the Committee will be an executive secretary, who will operate "under the guidance of the chairman, vice-chairman and executive committee."

The Committee will make a broad appeal for membership, taking in "any individual, company, firm, corporation or other form of enterprise engaged in the ownership, operation or management of a theatre or with a direct interest in theatre television."

Financing of the committee is to be by "contributions solicited from, or otherwise tendered to the Committee by its members and others."

The board will not only pass on new members but may by a two-thirds vote suspend or expel any member "when it appears that the member has been guilty of conduct which is prejudicial to the purposes for which the organization has been founded."

U-I to Start 5

(*Continued from page* 1)

Alexis Smith and Scott Brady with Aubrey Schenck producing and Joseph Pevney directing; "Men of the Sea," co-starring Macdonald Carey and Marta Toren, with Douglas Sirk directing for producer Ralph Dietrich; "The Fat Man," starring Jack Smart, Aubrey Schenck producing and William Castle directing; "War Dance," Technicolor production to be produced by Val Lewton as his first picture for U-I, and "Lights Out," to be produced by Robert Buckner and directed by Mark Robson.

Another in Nebraska

COLUMBUS, Neb., July 9.—Central States Theatres will open its newest drive-in theatre here this week.

Coming Events

July 10—Exhibitor luncheon, Standard Club, Des Moines, for I. E. Chadwick, Independent Motion Picture Producers Association president.

July 12—Council of Motion Picture Organizations. 6 initial membership committee meeting.

July 12—Cinema Stamp Collectors meeting, Hotel Astor, New York.

July 13-15—Warner meeting on policy, sales, promotions, Hollywood.

July 17—Exhibitor luncheon, Brown Palace Hotel, Denver, for I. E. Chadwick, Independent Motion Picture Producers Association president.

July 19-21—National Theatres meeting to set August showmanship revival campaign, Los Angeles.

Aug. 7—IATSE executive board meeting, Hotel Statler, Detroit.

Aug. 9—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Aug. 10-13—IATSE district representatives meeting, Hotel Statler, Detroit.

Aug. 14-18—IATSE 40th biennial convention, Masonic Temple, Detroit.

Aug. 30-31—West Virginia Theatre Managers Association annual convention, Greenbrier Hotel, White Sulphur Springs, Va.

Actors' Equity Assets Listed at $744,594

Actors' Equity had 4,460 members in good standing as of March 31, 1950, according to an auditor's report released by the organization. Total assets are listed at $744,594. Of this amount, $216,847 is in cash and $467,381 in investments and accrued interest.

'Louisa' Serialization

Universal-International has prepared a three-part 5,000-word serialization on its forthcoming comedy, "Louisa." The serialization, with pictures which highlight the action, is being made available to key-city newspapers on an exclusive basis in each city. A mat version of the serialization has been prepared for small-town newspapers and weeklies.

Arizona Tries Casting

A special department devoted to employment of bits and extras for motion pictures locationing in Arizona has been opened by the Arizona State Employment Service following landrush business in May occasioned by placement of 500 Phoenix citizens in Robert Stillman's "The Sound of Fury," a forthcoming United Artists release.

Balt. Drive-in Opens

BALTIMORE, July 9.—The new General Pulaski Drive-In Theatre, located along Route 40 about 10 miles outside of Baltimore, opened last week. It is owned by Milton Schwaber who already operates several theatres here.

Canadian Children's Library Has 58 Approved Features

TORONTO, July 9.—The Children's Film Library of Canada, with headquarters in Toronto, has developed to the point where it now has 58 approved features for Saturday afternoon theatre programs, the prints being available for booking from exchanges at Toronto, Winnipeg, Vancouver and St. John. The key film centre of Montreal is not included in the organization because the Quebec Provincial Government continues to ban juveniles under 16 years of age from film theatres.

The library also includes 23 short subjects for juvenile show bookings. The committee in charge represents 13 major societies of Canada which include women's, religious and educational organizations. The library is actively supported by the Canadian Motion Picture Distributors Association of which the president is Gordon Lightstone, general manager of Canadian Paramount. It is an outgrowth of the children's approved-films program started out of New York by the Motion Picture Association.

200 16mm. Houses In Central America

WASHINGTON, July 9.—There are 200 theatres showing 16mm. entertainment films in the six Central American countries, according to Commerce Department film chief Nathan D. Golden. The 200 have a seating capacity of over 60,000, it is estimated. In addition, there are 29 mobile units showing 16mm. films. Virtually all of the films shown are American, Golden said. However, Argentina and Mexico are increasing their activity in this field.

Nicaragua has 57 such theatres, the report stated, while Costa Rica has 39, Guatemala 36, Honduras 30, Panama 20, and El Salvador 18. Golden declared that all indications point to an expansion of 16mm exhibition in all of those countries.

New TESMA Committee

Oscar F. Neu, president of the Theatre Equipment and Supply Manufacturers' Association, has appointed a ladies' committee which will serve during the TESMA-TEDA conventions and trade show to be held at the Stevens Hotel, Chicago, Oct. 8-11. Ben Adler has been appointed chairman and Mrs. R. T. Van Nimans, Mrs. Edward Wolk, Mrs. Thomas LaVezzi, Mrs. Chester Cooley, and Mrs. Frank Harris have been appointed co-chairmen.

Tent Aids Hospital

OMAHA, July 9.—The Omaha Variety tent has turned over another $1,529 to the Children's Memorial Hospital here, bringing the total collected at local Variety-sponsored events to almost $20,000. More than 15,000 Iowa, Nebraska and South Dakota youngsters paid a quarter each to attend benefit matinees, with owners, operators and distributors donating theatres, services and film.

Shooting Israel Reels

Production has begun in Israel on Warner Bros. two-reel Technicolor film, "Land of Hope," a pictorial account of conditions as they exist in that newly created nation. Andre de La Varre is covering the country with his camera crew and Gordon Hollingshead is producing.

Lippert Sets Filming

HOLLYWOOD, July 9.—"The Little Big Horn," Carl K. Hittleman's next production for Lippert, has been given an August 26 starting date.

Reade Theatres Aim For Children's Trade

Special mid-week children's matinees are being held weekly in Walter Reade theatres in six New Jersey communities, several with tie-ins with the Boller Beverage Co. for prizes and awards. Westerns, adventure films, cartoons and comedies are being booked, with the regular show not starting until evening. In each case special kiddie clubs are being formed, with provisions for birthday parties, stage games and contests.

In addition, all six Walter Reade drive-in theatres are now in the midst of a circuit-wide baby parade contest to select a "Drive-In Kiddie King and Queen of 1950." Paul Petersen, supervisor of drive-in operations, is directing the contests.

Universal, Treasury, In Bond Poster Tieup

In cooperation with the U. S. Treasury's savings bonds division, Universal-International has created a special payroll savings plan poster featuring the stars of its forthcoming "Louisa," with 100,000 copies to be distributed in all states.

Distribution of the posters, which are printed in red, white and blue, has already started in key cities with concentrated distribution planned for Chicago where the world premiere of "Louisa" will be held at the Chicago Theatre on Aug. 11.

New Duties for Roth

CLEVELAND, July 9.—The following changes in the local Paramount exchange have been announced. Esther Bender, with the company 20 years and for 12 years secretary to the late Harry Goldstein, division manager. Lou Averbach, assistant to Goldstein, and George Bressler, office manager, all have resigned. Howard Roth, head booker, now combines the duties of booker and office manager.

Sullivan Acquires 7th

WICHITA, Kan., July 9.—The Tower Theatre here has been purchased by Sullivan Independent Theatres, marking the seventh house for the circuit in this city. O. F. Sullivan is owner and general manager. The latest purchase was made from Herman Hunt of Cincinnati.

Victory is in sight! One final push! Write, wire, talk to your Senators. Ask REPEAL of 20% tax!

Conn. Warns Firms to File

HARTFORD, July 9.—Secretary of State Winifred McDonald is sending "reminders" to new Connecticut theatre, film and all other corporations which fail to file organization papers within the two-year statutory deadline.

In announcing this new policy, Mrs. McDonald said that such notices can often prevent embarrassing situations for the new corporations. She added that failure to file organization papers listing elected officers could cause such individuals rather than the concern itself, to be responsible in law suits. Some 100 corporations, she said, are now doing business illegally.

Under Connecticut law, all businesses with three or more stockholders must incorporate. Cost is $1 for each $1,000 of authorized capital, with a minimum filing fee of $50. Two years are then given to file organization papers.

Video Film Firm Seeks Sound Stages

HOLLYWOOD, July 9.—Production plans of World Television Corp., organized by Martin King, hinge upon purchase of a studio providing at least seven sound stages for a multiple-set production plan devised to cut costs, it is announced by the William Hebert organization, public relations counsel for King.

An agreement to buy General Service Studios may be reached, it is said, and when that or another deal is consummated, announced plans for an integrated production and distribution organization to handle TV product made in Hollywood will proceed.

Three New Drive-ins For Buffalo Area

BUFFALO, July 9.—Buffalo has three new drive-in theatres. Al Wright has opened the Aero, accommodating 500 cars. The Sheridan opened Friday night. It is owned by Sidney J. Cohen and accommodates 1,000 cars. Jerry Spandau and Marvin Atlas also opened their Broadway drive-in Friday night.

Add Pioneers Directors

ALBANY, N. Y., July 9.—The Foundation of Motion Picture Pioneers, Inc., has registered with the Secretary of State an amendment to its bylaws allowing a maximum of 24 directors. Previously, provision had been for a maximum of 16. The New York law firm of Schwartz and Frohlich was the filing attorney.

To Join Hallmark Films

WILMINGTON, July 9.—Jay and Kay Morris, newly arrived from Australia, are joining Hallmark Productions, Inc. Assigned as a unit team to promote Hallmark's "The Prince of Peace," Kroger Babb, president, has announced.

Columbia Film at Para.

Columbia's "711 Ocean Drive," expose of an $8,000,000,000 gambling syndicate, will have its New York premiere at the Paramount Theatre on July 19. Frank N. Seltzer produced and Joseph H. Newman directed.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO
May 28	(June Release) GOOD HUMOR MAN Jack Carson C—82 min. (Rev. 5/29/50)	(May Releases) JACKIE ROBINSON STORY Jackie Robinson D—76 min. (Rev. 5/15/50) WINSLOW BOY Robt. Donat Sir Cedric Hardwicke D—97 min. (Rev. 3/3/50)	ASPHALT JUNGLE Sterling Hayden Louis Calhern D—112 min. (Rev. 5/5/50)		(May Release) NO MAN OF HER OWN Barbara Stanwyck John Lund D-98 min. (Rev. 2/21/50)	DESTINATION BIG HOUSE Dorothy Patrick Robt. Rockewell D—60 min. (Rev. 6/13/50)		(May Releases) A TICKET TO TOMAHAWK (Color) Anne Baxter Dan Dailey D—90 min. (Rev. 4/18/50) THE BIG LIFT Montgomery Clift Paul Douglas D—120 min. (Rev. 4/10/50)		(May Releases) COMANCHE TERRITORY (Color) Maureen O'Hara MacDonald Carey O-79 min. (Rev. 4/5/50 I WAS A SHOPLIFTER Scott Brady Mona Freeman D-74 min. (Rev. 4/10/50)		FALLEN IDOL Ralph Richardson D-94 min. (Rev. 10/4/49) (Release: May)
June 4	FORTUNES OF CAPTAIN BLOOD Louis Hayward D—91 min. (Rev. 5/17/50) STATE PENITENTIARY Warner Baxter D—66 min. (Rev. 5/16/50)		FATHER OF THE BRIDE Spencer Tracy Elizabeth Taylor CD—93 min. (Rev. 5/10/50)	HUMPHREY TAKES A CHANCE Joe Kirkwood Leon Errol C-D			THE SECRET FURY Claudette Colbert Robert Ryan D—85 min. (Rev. 4/26/50)		THE WHIPPED Dan Duryea Gale Storm D—89 min. (Rev. 3/28/50)		CAGED Eleanor Parker D—96 min. (Rev. 5/2/50)	THE THIRD MAN Joseph Cotten Valli Orson Welles D—104 min. (Rev. 1/31/50) (Release: May)
June 11	HOEDOWN Eddy Arnold O—64 min. (Rev. 6/26/50) TEXAS DYNAMO Charles Starrett O—54 min. (Rev. 6/8/50)				(June Release) EAGLE AND THE HAWK (Color) John Payne Rhonda Fleming D—104 min. (4916) (Rev. 2/3/50) (Reissue) SO PROUDLY WE HAIL Claudette Colbert Paulette Goddard D—126 min. (Rev. 6/22/43)					THIS SIDE OF THE LAW Kent Smith Viveca Lindfors D—74 min. (Rev. 5/31/50)	
June 18	(July Releases) ROGUES OF SHERWOOD FOREST (Color) John Derek Diana Lynn D—80 min. (Rev. 6/16/50)	(June Releases) THE TORCH Paulette Goddard D—90 min. (Rev. 5/11/50) EYE WITNESS Robt. Montgomery Leslie Banks D	THE SKIPPER SURPRISED HIS WIFE Robert Walker Joan Leslie C—85 min. (Rev. 5/11/50)	SIDE SHOW Don McGuire Tracey Roberts D—67 min. (Rev. 6/13/50)	(Reissue) WAKE ISLAND Brian Donlevy D—87 min. (Rev. 8/12/42)	THE AVENGERS John Carroll Adele Mara D—90 min. (Rev. 6/13/50)	WOMAN ON PIER 13 Laraine Day Robert Ryan D—73 min. (Rev. 9/21/49)	(June Releases) NIGHT AND THE CITY Richard Widmark Gene Tierney D—95 min. (Rev. 5/23/50) LOVE THAT BRUTE Paul Douglas Jean Peters CD—85 min. (Rev. 5/10/50)	IROQUOIS TRAIL George Montgomery Brenda Marshall O—85 min. (Rev. 6/8/50)	(June Releases) CURTAIN CALL AT CACTUS CREEK (Color) Donald O'Connor Gale Storm C—86 min. (Rev. 5/24/50) SIERRA (Color) Wanda Hendrix Audie Murphy O—83 min. (Rev. 4/26/50) SPY HUNT Marta Toren Howard Duff (Rev. 6/8/50)	RETURN OF THE FRONTIERSMAN (Color) Gordon MacRae Julie London D—78 min. (Rev. 5/16/50)	
June 25	711 OCEAN DRIVE Edmond O'Brien Joanne Dru D—102 min.					TRIGGER, JR. (Color) Roy Rogers Dale Evans O—68 min. (Rev. 7/3/50) COVERED WAGON ROAD Alan Rocky Lane O	THE WHITE TOWER Glenn Ford Valli D—98 min. (Rev. 6/14/50)					LIPPERT
July 2	BEYOND THE PURPLE HILLS Gene Autry O—70 min.	IT'S A SMALL WORLD Paul Dale Lorraine Miller D—74 Min. (Rev. 6/5/50) THE BLUE LAMP Dirk Bograde D—84 min. (Rev. 6/1/50)	CRISIS Cary Grant Jose Ferrer D—96 min. (Rev. 6/16/50)	LOST VOLCANO Johnny Sheffield Donald Woods D—76 min. (Rev. 6/30/50)				(July Releases) THE GUNFIGHTER Gregory Peck Helen Westcott D—84 min. (015) (Rev. 4/26/50) WHERE THE SIDEWALK ENDS Dana Andrews Gene Tierney D—95 min. (Rev. 6/26/50)			BRIGHT LEAF Gary Cooper Patricia Neal Lauren Bacall D—110 min. (Rev. 5/24/50)	FAST ON THE DRAW Jim Ellison D—55 min. (Release: 6/30/50)
July 9	CAPTIVE GIRL Johnny Weismuller Buster Crabbe D—73 min. (Rev. 4/24/50) DAVID HARDING, COUNTERSPY Willard Parker D—71 min. (Rev. 5/24/50)		OUCHESS OF IDAHO Esther Williams Van Johnson M-C—98 min. (Rev. 6/14/50)	(Stratford) FOR THEM THAT TRESPASS Richard Todd D—95 min. ARIZONA TERRITORY Whip Wilson O	(July Releases) THE LAWLESS Macdonald Carey Gail Russell D—83 min. (4923) (Rev. 4/7/50) MY FRIEND IRMA GOES WEST John Lund Marie Wilson C—91 min. (Rev. 5/31/50)	TRIAL WITHOUT JURY Robt. Rockwell D	WHERE DANGER LIVES Robert Mitchum D—84 min. (Rev. 6/16/50)		ONCE A THIEF Marie MacDonald Caesar Romero D—88 min. (Rev. 6/26/50)		GREAT JEWEL ROBBER David Brian D—91 min. (Rev. 6/13/50)	ROCKETSHIP XM Lloyd Bridges D—77 min. (Release: 6/2/50) (Rev. 5/3/50)
July 16	(Aug. Releases) IN A LONELY PLACE Humphrey Bogart Gloria Grahame D—94 min. (Rev. 5/17/50)	(July Release) THE SUN SETS AT DAWN Walter Reed D GOLDEN SALAMANDER Anouk D—96 min. NAUGHTY ARLETTE Mai Zetterling D—86 min.	HAPPY YEARS Dean Stockwell Scotty Beckett D—110 min. (Rev. 5/25/50)							(July Releases) WINCHESTER 73 James Stewart Shelley Winters D—92 min. (Rev. 6/7/50)	FLAME AND THE ARROW (Color) Burt Lancaster Virginia Mayo D—88 min. (Rev. 6/20/50)	MOTOR PATROL Don Castle D—67 min. Release: 6/6 (Rev. 5/10/50)
July 23	CONVICTED Glenn Ford Broderick Crawford D-91 min.		MYSTERY STREET Ricardo Montalban Sally Forrest D—94 min. (Rev. 5/17/50)	SNOW DOG Kirby Grant Elena Verdugo D			BORN TO BE BAD Joan Fontaine Robert Ryan D		THE UNDERWORLD STORY Dan Duryea Gale Storm D—90 min. (Rev. 3/28/50)			
July 30	ON THE ISLE OF SAMOA Jon Hall Susan Cabot D—65 min. BEWARE OF BLONDIE Penny Singleton Arthur Lake O—66 min. (Rev. 4/3/50)	(Aug. Release) DESTINATION MOON (Color) John Archer Warner Anderson D—91 min. (Rev. 6/26/50)	THREE LITTLE WORDS (Color) Fred Astaire Vera-Ellen M—102 min. (Rev. 7/7/50)	COUNTY FAIR (Color) Rory Calhoun D—76 min.	(Aug. Releases) THE FURIES Barbara Stanwyck Wendell Corey D—109 min. (4926) (Rev. 6/27/50) SUNSET BOULEVARD William Holden Gloria Swanson D—110 min. (4927) (Rev. 4/17/50)	THE OLD FRONTIER Monte Hale O JUNGLE STAMPEDE George Breakston (travelogue) SURRENDER Vera Ralston John Carroll D	TREASURE ISLAND (Color) Bobby Driscoll Robert Newton D—96 min. (Rev. 6/21/50) OUR VERY OWN Ann Blyth Farley Granger D—93 min. (Rev. 3/20/50)	(Aug. Releases) STELLA Ann Sheridan Victor Mature C-D BROKEN ARROW (Color) James Stewart Debra Paget D—92 min. (Rev. 6/12/50) CARIBOO TRAIL (Color) Randolph Scott Gabby Hayes O-81 min. (Rev. 6/30/50)	THE ADMIRAL WAS A LADY Edmond O'Brien Wanda Hendrix C—87 min. (Rev. 5/5/50)	ADAM AND EVALYN Stewart Granger Jean Simmons C—92 min. (Rev. 11/21/49)	50 YEARS BEFORE YOUR EYES (Documentery 73 min.) (Rev. 6/20/50)	HI-JACKED Jim Davis Marsha Jones D—66 min. (Release: 7/14/50) (Rev. 6/23/50)
Aug. 6	STREETS OF GHOST TOWN Charles Starrett Smiley Burnette O—54 min.									PEGGY (Color) Diana Lynn Charles Coburn CD—77 min. (Rev. 6/20/50)		I SHOT BILLY THE KID Don Barry O (Release: 8/4/50)

Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 6[illegible] NO. 6 NEW YORK, U.S.A., TUESDAY, JULY 11, 1950 TEN CENTS

Divorce Order Is Entered In N.Y. Court

Say Entry Means Start Of Decree Schedules

U. S. Supreme Court's mandate to the U. S. District Court here which affirms the three-year divorcement decision in the industry anti-trust suit was formally entered in the eourt here yesterday.

Contrary to views of the Department of Justice, major company attorneys here say formal entry of the mandate means the start of the divorcement schedule as set forth in the decree. They add they have precedents to rely on in the event the Department persists in its argument that the decree beeame operative on June 5, which was the day the Supreme Court announeed its decision upholding the lower eourt here.

Loew's, Warner and 20th Century-Fox are direeted to file their divoreement plans within six months from the date of operation of the decree and divestiture plans within one year.

British Film Stock Controls to End

LONDON, July 10.—Government control of film stock, whieh originated in 1943 as a wartime eonservation measure, is expected to end here within the next three months, Harold Wilson, president of the Board of Trade, revealed in reply to questions put to him in the House of Commons.

Ending of controls will leave exhibitors free to caneel newsreel contraets, which they have been unable to do under the Supplemental Newsreel Agreement.

However, a eourt deeision recently upheld cancellation by London and Distriet Cinemas of a contract with with British Movietonews.

Meier Heads Para. Cincinnati Branch

Promotion of William A. Meier from salesman to braneh manager in Cineinnati for Paramout was announced here yesterday by A. W. Schwalberg, president of Paramount Film Distributing. He suceeeds James J. Grady, resigned.

Meier joined the company in 1935, starting as assistant advertising manager at the Cineinnati exchange. He became a salesman in 1940.

Grosses Continue Decline In Most of 163 Key Runs

Tax Receipts Off 9 to 26% in Ohio

Columbus, July 10. — Local admission tax collection reports for the first four months of 1950, compared with the same period last year, which were supplied by 27 municipalities to Independent Theatre Owners of Ohio, reveal varying declines of from nine to 26 per cent, excluding drive-ins.

The first six months of 1950 show a steady decline in average box-office grosses in some 163 situations in key cities aeross the eountry. Comparison with 1949 figures, however, show that while the rate of decline was about the same last year as this year, the whole level of grosses was appreciably lower in 1950, with thc exeeption of an occasional good week here and there.

June was no exception to the half-yearly trend, with last year's June average of $12,272 having a distinct advantage over last month's $11,185 average. In both years the middle two

(*Continued on page 8*)

CONGRESS ADVISED OF FLAWS, FEATURES OF TV COLOR SYSTEMS

WASHINGTON, July 10.—A group of radio experts today advised Congress that the Federal Communications Commission should adopt one and only one of three competing color television systems, either that of CBS, RCA or Color Television, Inc.

The adviee came from a special five-man advisory unit set up by Senate Commerce Committee Chairman Johnson (D., Colo.). The five-man group was headed by Dr. Edward U. Condon, direetor of the U. S. Bureau of Standards.

In its report to Johnson, the advisory group coneluded that the allocation of six-megacycle radio frequen-

(*Continued on page 8*)

Television Committee Chartered in Capital

Washington, July 10. — The new National Exhibitors Theatre Television Committee was formally incorporated here today, with papers being filed at the district clerk's office. An early organizing meeting is planned, at which a board of from three to 21 members will be named to run the committee and to appoint officers.

Majors Retaliate, Silence Minneapolis Complainants

UK Quota Champion Fights French Quota

London, July 10.—The British Film Producers Association, strong supporter of Britain's quota laws, has been unsuccessful in its attempts to persuade the French government to increase its quota of 20 dubbed British films for the coming year. The first batch of 10 distribution visas was made available by France for as many British first features during the six months commencing July 1.

MINNEAPOLIS, July 10.—Neighborhood and suburban area exhibitors have not made a single "unreasonable" demand for cut in elearanee in the last three weeks, inquiries reveal. For several months a number of operators made it almost a daily praetice of hitting major braneh managers for official and unoffieial demands for all kinds of runs and changes in polieies under implied threats of law suits.

First retaliatory move of the distributors to halt what they termed unreasonable demands came early in June when it was learned a plan was in the making to establish zoning and bidding for every neighborhood theatre in the area. The plan, regarded by major distributors as a "defense"

(*Continued on page 8*)

Less Chance Seen for Tax Cutting Bill

Fate of Measure Up to Conference Committee

WASHINGTON, July 10.—The outlook for an enactment of an excise tax cutting bill this year grows worse daily, according to informed opinion on Capitol Hill.

The early reverses in Korea, the increasing tension in other areas, and the probability of increased defense spending all are giving rise to more and more talk that now is not the time to reduce Federal revenues.

So far, no Administration offieial or key Congressional leader has sounded the eall for abandoning the House-approved bill, which would cut the admission tax and other excises to the tune of about $1,010,000 a year. But top officials are saying privately that if the international situation continues to worsen, such a stand will be taken shortly.

Senate Finance Committee Chairman George (D., Ga.) is going ahead with work on the House bill and hopes to conclude his hearings Wednesday. It is likely that barring a sudden ma-

(*Continued on page 8*)

Compo's Tax Fight Registered: Myers

WASHINGTON, July 10.—Satisfaction at the reeeption the Senate finance committee gave Gael Sullivan and himself on Friday was expressed today by Abram Myers, chairman of the tax committee of the Council of Motion Picture Organizations.

"The eourteous treatment accorded us is a tribute to the industry's eampaign to repeal the 20 per cent admission tax," he declared. "Congress is definitely movie-eonscious as a result of our efforts."

Vetoes Bill to End La. Rental Levy

NEW ORLEANS, July 10.—Gov. Earl K. Long vetoed bill No. 957 which would have eliminated the film rental tax in Louisiana. The measure had previously passed the House and received 100 per eent vote in the Senate. Exhibitors, film exchanges and the trade are very disappointed.

NEWS in Brief . . .

LONDON, July 10.—Norman Rydge, managing director of Greater Union Theatres, Australia, has arrived here for conferences on future distribution of J. Arthur Rank pictures in Australia.

•

Des Moines, July 10.—Distributors, exhibitors and circuit executives in Iowa were told today to keep "the independent producer in business" for their own good by I. E. Chadwick, president of the Independent Motion Picture Producers Association. Speaking at the Standard Club, he warned that use of reissues, foreign pictures, and inequitable distribution of play dates between major studio productions and independent productions have made it almost impossible for the independent producer to stay in business.

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CLEVELAND, July 10.—At the conclusion of its present feature picture run, the Coronet Theatre here will return to its former newsreel policy and resume its former name, Telenews. Manager Jack Silverthorn reports the change is a result of popular request.

•

Albany, N. Y., July 10.—A housewarming at the remodeled 20th Century-Fox branch here today was attended by 50 exhibitors, sales vice-president Andy W. Smith, Jr., and Martin Moscowitz, district manager. Dan Houlihan, branch manager, was host.

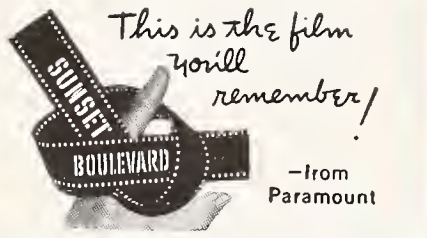
•

HOLLYWOOD, July 10.—Incorporation papers have been filed in Sacramento by David Lord Productions with Lord listed as president, Samuel David and Donald Hyde, as vice-presidents; Joseph Justman as treasurer, and Gregson Bautzer, secretary.

Big Ad Campaign for 'Winchester' Dates

Universal-International's "Winchester '73" will open simultaneously in some 500 key and sub-key situations from Coast-to-Coast tomorrow out of every exchange center except Detroit, backed by an all-out national advertising campaign, in one of the largest day-and-date openings in the history of the company. Detroit openings are scheduled to start next week.

In connection with the Coast-to-Coast openings, U-I has made available to exhibitors, through National Screen Service, special television trailers made especially for that medium.



Personal Mention

HARRY B. FRENCH, president of Minnesota Amusement Co., Minneapolis, will leave that city today for New York.

•

ERIC JOHNSTON, president of the Motion Picture Association of America, is expected back in Washington from Spokane tomorrow and is tentatively scheduled to leave New York by plane for London on Sunday.

•

O. D. HOPPER, owner of the Arista Theatre, Lebanon, Ky., is convalescing at St. Joseph's Infirmary there from an eye operation.

•

LOUIS E. GOLDHAMMER, Monogram Western sales manager, left here yesterday for Cincinnati, Minneapolis and Chicago.

•

WALTER MIRISCH, Monogram producer, has returned to Hollywood from New York.

•

JACK GLENN, Eastern Screen Directors Guild president, is in Washington from New York.

WILLIAM B. LEVY, Walt Disney Productions executive, left New York yesterday for Hollywood.

•

H. F. KESSLER-HOWES, director of publicity for Columbia in London, has arrived here by plane for conferences with NATE SPINGOLD, Columbia vice-president.

•

IRVING SOCHIN, Universal-International special films sales head, will leave here tomorrow for Philadelphia, Baltimore and Washington.

•

CHARLES SIMONELLI, Universal-International national exploitation director, left here yesterday for Chicago.

•

DAVID BEZNOR, counsel for the Colosseum of Motion Pictnre Salesmen of America, arrived here yesterday from Milwaukee.

•

CHARLES P. SKOURAS, 20th Century-Fox president, left here yesterday for the Coast.

2 Goldwyn Premieres On Broadway Soon

More than 300 bookings have already been set for the new Samuel Goldwyn film, "Our Very Own," to play in August and early September, James A. Mulvey, president of Samuel Goldwyn Productions, announces.

The picture and "Edge of Doom," Goldwyn's next release, will both have their world premieres on Broadway within a week of one another for the benefit of the New York Foundling Hospital, tickets to both premieres being sold for $10, Mulvey said, with the Victoria Theatre opening "Our Very Own" July 27 and the Astor Theatre opening "Edge of Doom" Aug. 2.

'Pictorial History' Cites 16 20th Films

In the revised section of the new edition of "A Pictorial History of the Movies," 20th Century-Fox leads in the number of top films selected since 1942, editors Deems Taylor, Bryant Hale and Mercelene Peterson having selected 16 from 20th-Fox, the nearest contender getting nine.

Among the pictures from 20th Century-Fox are "Twelve O'Clock High," "The Snake Pit," "Sitting Pretty," "Mother Wore Tights," "Gentleman's Agreement," "Miracle on 34th Street," "House on 92nd Street," "Laura," "Wilson," "The Ox-Bow Incident," and "How Green Was My Valley."

Bank Night Decision Stands in Minnesota

Minneapolis, July 10.—Rulings of the Minnesota Supreme Court that bank night operations at theatres in the state under specified provisions are legal has not been challenged within the 10-day time limit and it is assumed the state's attorney general will accept the decision.

Bank night franchi[illegible]wners are now expected[illegible].ave a formula prepared shortly which will outline legal operations of the practice under the Minnesota decision.

20th's Levy to Talk On 'Movies' Slogan

MINNEAPOLIS, July 10.—In line with a nationwide buildup for the picture, and promotion of good industry relations with the public, the Minneapolis 20th-Fox branch will screen "Broken Arrow" in seven outstate situations and Minneapolis, and branch manager M. A. Levy will talk to selected audiences on "why movies are better than ever." Screenings will be attended by exhibitors, radio and newspaper personalities and other invited guests.

First screening was held at the Minneapolis suburban St. Louis Park Theatre today, followed by Redwood Falls (tomorrow); Huron, S. D. (Wednesday); Jamestown, N. D. (Thursday); Minot, N. D. (Friday); Chippewa Falls, Wis. (18); Brainerd (19); Crookston (20).

"Broken Arrow" will be given mass saturation bookings in the area following its Northwest premiere.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE NEXT VOICE YOU HEAR..."
JAMES WHITMORE - NANCY DAVIS
A Metro-Goldwyn-Mayer Picture
•
THE MUSIC HALL'S GALA TWO-PART HOLIDAY STAGE SHOW

THE EAGLE AND THE HAWK
A Paramount Picture starring
JOHN PAYNE · RHONDA FLEMING · DENNIS O'KEEFE
Color by TECHNICOLOR
In Person PEGGY LEE with DAVE BARBOUR AND HIS QUARTET
BILL DARNEL
Cy Reeves · Martin Brothers
Extra HERBIE FIELDS and His Orch
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

"BEST FILM OF ITS KIND!"
—Journal-American
"FAUST and the DEVIL"
11th WEEK
Italo Tajo (Metropolitan Opera Star)
Nelly Corradi · Gino Mattera
A COLUMBIA PICTURE
Air Cond. LITTLE CARNEGIE - W. 57th
Bet 6th & 7th Aves. · CIrcle 6-1365

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NCA Sets Dates for Four Regional Talks

Minneapolis, July 10.—First of a series of four regional meetings to discuss film buying, forced percentages and forced buying will be held in Sioux Falls, S. D., July 18, it was announced by Ben Berger, president of North Central Allied. The meetings will be attended by Berger and Stanley Kane, NCA executive secretary.

Other meetings will be held in Fargo, July 25; New Rockford, N. D., July 26; and Duluth, Aug. 1. These are in addition to a Twin Cities meeting to be called at a later date.

Bank Sues Nassers on Loan; Claims $829,528 Still Due

LOS ANGELES, July 10.—In sequel to an attachment suit filed against them in Los Angeles Superior Court by the Bank of America, seeking $829,528 asserted due it on film loans and alleging fraudulent conveyance of assets to escape payment, James, George, Henry and Theodore Nasser, and their affiliated companies, have filed petitions for "arrangement of debts" under the bankruptcy laws in Federal Court here.

The bank suit, originally prepared on June 15, but withheld from the record pending the serving of necessary writs, had been filed some hours earlier. Federal Judge Pierson M. Hall, ruling on the Nasser petition, gave Nassers until July 18 to file schedules of outstanding obligations, assets and liabilities.

Commenting on the petition, James Nasser said, the "action taken by the owners of General Service Studios in seeking relief from the Federal Court was precipitated by the premature action filed by the Bank of America on picture obligations. The allegations made by the bank are erroneous, unwarranted and unjustified, in that the companies and individuals sued have assets far in excess of their liabilities."

Cowan Begins Coast Casting

HOLLYWOOD, July 10.—Producer Lester Cowan, who arrived here Sunday, today began casting "The Customer Is Always Right," first among 12 third-dimensional features to be produced for Cinema Productions, Inc., whose formation was announced last week in New York.

Cowan, who will produce the film in New York, using a polaroid method requiring a viewing device, expects to remain here a week. He revealed that Robert Dowling has been added to this exhibitor-sponsor group previously named.

Cowan said, "We believe the public is ready for entertainment use of this polaroid method, worked out for and used with extraordinary results by the Navy during the war, and if audience response is as we expect, it may be necessary to invite three or four more independent producers to make pictures for us to meet the demand. Working as I am in close relationship with these men whose interests are primarily in exhibition, I am confident we will come up with especially showmanly product.

"Unlike the red-and-blue viewers used on novelty shorts years ago, the polaroid glasses we will provide our audiences place no strain on eyes and, in fact, can be used for sun-glasses, when reversed, for general wear."

Senate Group Cuts Overseas Program

WASHINGTON, July 10.—The Senate Appropriations Committee has voted to give the State Department's overseas information program $32,700,000 for 1951-52, compared with a request of $36,645,000 and a House figure of $34,000,000.

The Senate group also cut the funds for the anti-trust division of the Justice Department, giving it $3,750,000, compared with $3,988,000 requested and $3,850,000 voted by the House.

Mrs. Rose Lipton, 75, Mother of 'U' Ad Head

CHICAGO, July 10.—Burial services will be held tomorrow at Wadheim Cemetery, Chicago, for Mrs. Rose Lipton, 75, mother of David Lipton, national advertising director for Universal-International. Mrs. Lipton, who died on Sunday, is also survived by three other sons, Harry, Sam and Lawrence, and a daughter. Mrs. Esther Spirer.

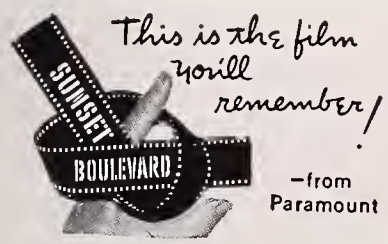
L. E. Clark, 45, Technicolor Aide

HOLLYWOOD, July 10.—Funeral services for Lauriston E. Clark, 45, director of engineering for Technicolor, Inc., will be held Wednesday morning at the Hollywood Cemetery Chapel.

The Technicolor aide died on Sunday following an operation performed two weeks ago. The widow survives.

Services for 'Pat' Wiley

MINNEAPOLIS, July 10.—Funeral services were held at Gill mortuary for C. W. (Pat) Wiley, father of Mrs. John Branton, wife of the Minnesota Amusement Co. film buyer. He was with National Screen Service in Minneapolis for the last five years, and previously was with Columbia for a number of years.



Six More Promotions For 'Black Rose'

Adding to the list of promotions set on 20th Century-Fox's "The Black Rose," the company announced six more national tie-ups for Coast-to-Coast promotions coincident with the release of the picture on Labor Day.

Special in-store display material has been prepared by Ronson Lighters; magazines and 350 newspapers will use special advertisements tying-in Cecile Aubry; a line of "Black Rose" chinaware will be merchandised by the Mid-Hurst Importing Co.; the National Association of Archery will promote archery tieups in 285 cities; the Floral Telegraph Delivery Association has created a special "Black Rose." There is also a tieup with the Tea Bureau.

'Black Rose' to Launch U. K. Business Drive

LONDON, July 10.—Release of 20th Century-Fox's British Technicolor production, "The Black Rose," has been set for September to coincide with the opening of the industry's "Better Business" drive.

Picture will open at the Odeon, here on Sept. 7, and in key cities throughout the country on Sept. 11. General release has been set for Sept. 25.

Mother of Patricia Duff

HOLLYWOOD, July 10.—Funeral services were held here today for Mrs. Helen Duff, mother of Patricia Duff, secretary to Milton Sperling of U. S. Pictures, were held today at St. Charles Church, North Hollywood. Mrs. Duff, who lived with her daughter in Burbank, died Friday after a long illness.

Services for Meyer

Services wil be held today at Hirsch's Funeral Home in the Bronx for Charles Meyer, husband of Belle Meyer, secretary to Sam Seidelman, general foreign sales manager of Eagle Lion Classics. Meyer died suddenly over the weekend. Also surviving is a daughter.

Helen H. Saunders, 58

HOLLYWOOD, July 10.—Funeral services will be held tomorrow at Pierce Brothers Chapel for Helen Holmes Saunders, 58, pioneer silent film serial star, who died Saturday of a heart ailment which halted her film career five years ago. Interment will be at Forest Lawn.

Humanitarian Award To Baruch on Friday

The 1949 Humanitarian Award of Variety Clubs International, voted to Bernard Baruch, but which he was unable to accept in person at the New Orleans convention of the clubs, will be turned over to him by R. J. O'Donnell, international ringmaster, and Marc Wolf, international chief barker, on Friday in 20th-Fox Movietone Studios here.

Participating in the presentation will be Murray Weiss, international property master; Jack Beresin, second assistant chief barker, and Chick Lewis, international press guy. Presentation will be shot for the newsreels and press photographers.

U.S. State Dep't. Endorses Memorial

The U. S. State Department has endorsed the Walter Huston Memorial International Scholarship now being set up to finance the education of two English-speaking students from the city of Trikkala, Greece, at the University of Arizona.

Initial funds for the annual scholarship will be raised at the world premiere at Tucson on July 21 of Paramount's "The Furies," the last film made by the late actor, who died in April. J. Byron McCormick, University of Arizona president, will preside at the dedication ceremonies to be held at the university.

'All Quiet' Re-released

Realart Pictures will be host today to the press at a preview of "All Quiet on the Western Front," and at a reception to follow, at the Park Avenue Theatre here, on the eve of the re-release, tomorrow, of the original production made and distributed by Universal in 1930. Thirty key city dates have already been lined up to Aug. 1.

First Postwar Price Cut

MINNEAPOLIS, July 10.—For the first time since before the war the adult admission price at the Dakota, Wishek, N. D., has been cut. A reduction of five cents per adult ticket has been made to "meet current conditions," according to Walt Sayler, owner.

Just what the doctor ordered! Repeal that 20% tax! Write, wire, talk to your Senators NOW! Hurry!

Maas Returns with Japan Film Terms

Irving Maas, Motion Picture Export Association vice-president and general manager, returned here yesterday by plane from Japan where he conferred with the Supreme Command Allied Powers and with Japanese government heads on distribution of U.S. films there and on remittances for 1950-51. He is expected to report on terms at the next MPEA board of directors meeting. The date has not been set pending preparation of Maas' report.

Berger Losing the World

MINNEAPOLIS, July 10.—Lease of Berger Amusement Co. with the Benz Co. for the World, St. Paul, will not be renewed at expiration on Aug. 15. Move of the realty company came as a surprise to Ben Berger, it is learned. New operators of the World after the Berger lease expires will be John Ahearn and Webb Raudenbush. Latter is associated with A. J. Tremann in a Minneapolis buying and booking combine. The World has no established run policy, playing moveovers, repeats and second runs, as well as first-runs and special attractions.

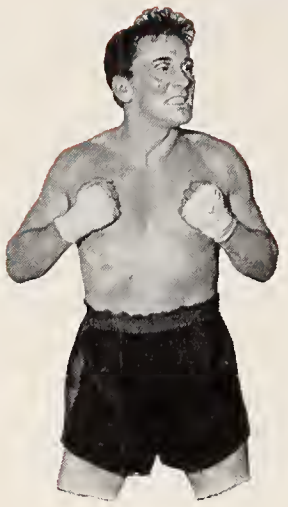
Opens at Little Carnegie

"Her Wonderful Lie," Columbia film based on Puccini's opera "La Boheme," will have its New York premiere at the Little Carnegie Theatre on Saturday. Marta Eggerth, Jan Kiepura and Janis Carter star with John Abbott, Marc Platt and Sterling Holloway cast in supporting roles. The orchestra and chorus of the Rome Opera House is under the direction of M. Angelo Questa. Carmine Gallone directed and William Szekely was the associate producer.

AGAIN! FROM

...the
producer
who dares
to make
pictures
as they've
never
been made
before...

A THIRD SMASH HIT!



more **punch** than his
"Champion"

more **guts** than his
"Home of the Brave"

WORLD PREMIERE RADIO CITY MUSIC

STANLEY KRAMER...

"The Men"

MARLON BRANDO · TERESA WRIGHT in STANLEY KRAMER'S **"The Men"**

with EVERETT SLOANE · JACK WEBB · RICHARD ERDMAN · VIRGINIA FARMER · DOROTHY TREE · HOWARD ST. JOHN

Produced by STANLEY KRAMER · Directed by FRED ZINNEMANN · Original Screenplay by CARL FOREMAN · Associate Producer GEORGE GLASS · Musical Score by DIMITRI TIOMKIN · Released Thru UNITED ARTISTS

"the proper setting for a gem of a picture"

HALL IN JULY **thru U A**

"Pure Gold"

Walt Disney's

Presentation of

ROBERT LOUIS STEVENSON'S

Treasure

with **BOBBY DRISCOLL**

Produced by **PERCE PEARCE** · Di

Color by TECHNICOLOR

Distributed by
RKO Radio Pictures, Inc.

Mates...Pure Gold!"

"Riproaring . . . should hit the boxoffice jackpot everywhere."
–SHOWMEN'S TRADE REVIEW

"There should be more like this one . . . should sail a highly profitable course." *–FILM DAILY*

"Handsomely mounted...Should mop up." *–VARIETY*

"Ranks with the best of its kind, and is loaded with boxoffice potentialities." *–THE EXHIBITOR*

"Rates high as adventure . . . a gripping story." *–M. P. DAILY*

"Every man-jack who has read and dreamed over Robert Louis Stevenson's immortal classic should bring his doubloons to the theatre turnstiles . . . A sure winner." *–BOXOFFICE*

"Goes without saying that wherever there is a boy or adult familiar with this famous adventure story, he will beat a path to the nearest theatre." *–M. P. HERALD*

"All ages are in for a screen treat."
–DAILY VARIETY

"Beautifully produced . . . dialog bold . . . action thrilling."
–HOLLYWOOD REPORTER

e Island

ERT NEWTON • BASIL SYDNEY

ON HASKIN · Screenplay by LAWRENCE E. WATKIN

. . THE MOST WANTED picture of the moment! And now there's no more waiting!

. . Spurred in the first 50 cities by the most fabulous tie-in "Treasure Hunt" ever imagined! . . . Thousands upon thousands of dollars in merchandise prizes, with big newspapers, radio stations and department stores participating!

. . Backed by a national ad campaign of spreads and full pages in four colors in all the big magazines, and in comic supplements of newspapers to the astronomic total of 55,027,524 CIRCULATION!

Columbia Claims New Film More Economic

Hollywood, July 10.—A new type of super-sensitized film for use where the light level will not permit photography with standard stock, has been developed by Gerald Rackett, technical executive at Columbia. The process is said to require from one-third to one-half the normal amount of light and to lend greater speed and latitude to lensing. After film is shot at a low light level, the studio laboratory raises the level to the required pitch for standard projection and blending with the footage shot with standard film.

The opinion at Columbia is that Rackett's development is a time and budget economy measure and an artistic success as well.

TV Color

(*Continued from page* 1)

cy channels for color television—the same channel width now used for black and white—is the proper compromise between quality of picture and quantity of television service.

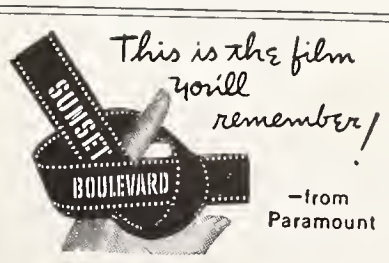
Called 'Mutually Exclusive'

If a six MC channel is right, the committee went on, only three systems of color can be considered—that proposed by CBS, the RCA system, and the CTI method. "The three systems are mutually exclusive," it declared. "One and only one of these systems must be chosen in advance of the inauguration of a public color television service."

The advisory group made no choice among the three systems. It merely listed the good and bad qualities of each, and said that this analysis provided a sound basis for a technical decision among the three systems when some top policy-making body assigns the weights to each different feature. It did say, however, that "the net long-term good to the public is greatest in that system which can be expected to reach the highest pitch of performance during the next few years."

Sums Up Three

It said the CBS system has progressed furtherest "toward full realization of its potentialities." The CTI system has "somewhat greater possibility of future improvement" in certain respects, the report said, but "in other respects it cannot reasonably be expected to overcome certain inherent limitations imposed by the choice of scanning method." The RCA system also has "considerable opportunity for improvement within the confines of the scanning standards proposed for this system," it was reported.



Grosses Continue Decline

(*Continued from page* 1)

weeks of the month showed better business than the first and last weeks.

This year's ebb point, represented by the third week in May and the last week in June, which registered $10,430 and $10,856 respectively, were nearly 20 per cent below the lowest figure for the first six months of 1949; $12,252, also reached during the last week in June.

Composite key city box-office reports for 1950 to date, compared with corresponding weeks of the year before, follow:

1950 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 1-2	148	$2,485,760	$16,796
Jan. 6-7	171	3,263,900	19,087
Ja. 13-14	162	2,336,800	14,425
Jan. 20-21	181	2,427,500	13,412
Jan. 27-28	169	2,349,000	13,663
Feb. 3-4	165	2,426,100	14,704
Feb. 10-11	169	2,459,900	14,556
Feb. 17-18	159	2,180,200	13,712
Feb. 24-25	161	2,291,300	14,232
Mar. 3-4	166	2,295,700	13,830
Mar. 10-11	166	2,259,500	13,611
Mar. 17-18	162	2,114,100	13,050
Mar. 24-25	164	2,035,800	12,413
Mar. 31-Apr. 1	173	2,126,000	12,289
Apr. 7-8	167	1,996,300	11,954
Apr. 14-15	175	2,774,500	15,854
Apr. 21-22	174	2,411,400	13,859
Apr. 28-29	178	2,174,800	12,218
May 5-6	175	2,136,700	12,210
May 12-13	147	1,737,600	11,820
May 19-20	150	1,564,500	10,430
May 26-27	159	1,805,000	11,352
June 2-3	149	1,808,900	12,140
June 9-10	162	1,756,400	10,842
June 16-17	166	1,837,700	11,070
June 23-24	139	1,663,800	11,970
June 30-July 1	149	1,617,600	10,856

1949 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 1-2	164	$2,855,800	$17,413
Jan. 6-7	161	3,195,000	19,018
Jan. 14-15	161	2,609,900	16,211
Jan. 21-22	162	2,497,500	15,417
Jan. 28-29	179	2,624,100	14,660
Feb. 4-5	176	2,491,000	14,153
Feb. 11-12	181	2,788,600	15,401
Feb. 18-19	170	2,435,900	14,329
Feb. 25-26	173	2,532,800	14,640
Mar. 4-5	179	2,545,800	14,222
Mar. 11-12	183	2,447,600	13,375
Mar. 18-19	175	2,441,800	13,953
Mar. 25-26	180	2,378,100	13,212
Apr. 1-2	181	2,426,000	13,403
Apr. 8-9	179	2,427,700	13,563
Apr. 15-16	179	2,328,100	13,006
Apr. 22-23	172	2,860,900	16,633
Apr. 29-30	177	2,422,100	13,684
May 6-7	175	2,391,300	13,665
May 13-14	176	2,291,400	13,019
May 20-21	170	2,210,200	13,001
May 27-28	182	2,301,400	12,678
June 3-4	167	2,295,700	13,707
June 10-11	185	2,234,300	12,077
June 17-18	180	2,231,800	12,399
June 24-25	166	2,051,400	12,358
July 1-2	181	2,217,700	12,252

Majors Retaliate, Silence

(*Continued from page* 1)

measure against threatened law suits, would make pictures available to any neighborhood or suburban house, regardless of location or appointments, at a specified flat rental guarantee plus percentage for 28, 35, 42 and 49-day runs. Terms for runs behind the 49-day slot would be negotiated picture-by-picture and theatre-by-theatre under the plan.

Then distributors let it be known to the malcontents that they were considering eliminating the 28-day slot and establishing the 35-day run as the first availability in the neighborhoods to "bolster skidding grosses in the Loop stands." It was pointed out that the early runs set up in the past two years for the neighborhoods had made serious inroads into the profits (and consequently film rentals) of Loop first-runs.

A distributor spokesman said that if the clearance situation in Minneapolis "remains calm" it is likely there will be no early attempt to institute zoning and bidding "at least by our company." He said, however, that he had drawn a "full-scale" zoning and bidding plan for consideration of the home office but which is being held up pending "any possible changes in current conditions." Other branch managers were inclined to proceed slowly but were in unison in declaring that clearance changes and zoning and bidding are likely to be established if certain exhibitors don't end their "cold war" on exchanges with implied threats of law suits.

British Distributors Pay Wage Increase

LONDON, July 10. — Kinematograph Renters Society (distributors) and the National Association of Theatrical and Kine Employes, representing some 10,000 workers, have signed a new two-year wage pact after more than six weeks negotiations.

Agreement provides increases up to a maximum of £1 ($2.80) for a 40-hour work week.

Kalmus Firm to Produce

HOLLYWOOD, July 10.—Natalie Kalmus Television set manufacturers have selected Greg Mitchell and Jill Richards to star in the "Natalie Kalmus Club Celebrity" television show, according to president, J. A. Richmond. The show will be produced by Kenneth Hertz for United Television Artists over a network station. Hertz is negotiating with ABC and CBS for television time. The format of the show will be a variety program to present guest stars, with Carlos Chia and his orchestra.

Plan Block Booking For Russian Musical

WASHINGTON, July 10.—The Russians may soon be taking credit for having "invented" another old American stand-by—block-booking. According to Commerce Department film chief Nathan D. Golden, Austria's largest studio, Rosenhugel, in the Soviet zone, has just turned out the first post-war Austrian Agfa-color film.

Entitled "Danube Child," it is a non-political musical, and "is to be used as a vehicle for distribution of Russian films which otherwise might not be attractive to exhibitors, on a package basis."

Monogram Sets Premiere

HOLLYWOOD, July 10.—World premiere for Monogram's "A Modern Marriage" has been set for July 26 at the Golden Gate Theatre, San Francisco. As part of the promotion for the picture, Dr. Paul Popenoe, director of the American Institute of Family Relations which has endorsed the film, will be on hand for the opening.

Coast Filming Down to 24

HOLLYWOOD, July 10.—The production tally dropped from 29 to 24, only two pictures starting while seven were completed.

Started were: "Magnificent Yankee," Metro-Goldwyn-Mayer; "Call Me Mister," 20th Century-Fox. Completed were: "Fury of the Congo," Columbia; "M," Independent; "Grounds for Marriage," Metro-Goldwyn-Mayer; "Counterfeit," Monogram; "The Mating Season" (formerly, "A Relative Stranger"), Paramount; "Cry Danger," RKO Radio; "I'll Get By," 20th Century-Fox.

Tax Bill

(*Continued from page* 1)

jor reversal abroad the Senate will eventually vote on a tax bill, too, since many Senators would like to be on record, in an election year, as favoring excise cuts.

Conference the Key

This means that the key group for determining what sort of tax bill passes this year will be the House-Senate Conference Committee which must iron out differences in the two bills. It is privately reported that Congressional leaders plan to hold the bill up as long as possible in conference to study the international developments. If things get worse then, the Conference Committee at the last minute can junk the bill.

In testimony before the Senate committee today, three business groups opposed the boost in taxes for large corporations, but took different stands on the excise question.

The Committee for Economic Development, of which MPAA president Eric Johnston is a member, opposed the House bill's corporate tax boost, but declared that the excise cuts had "obviously been worked out with great care" and came well within the CED's recommendations for a $1,000,000,000 reduction in excises.

Asks Deferment

The Commerce and Industry Association of New York, on the other hand, said that the bill was worse than no bill, since the excise cuts were offered at too great a sacrifice; that there was serious question whether the excise cuts has been allocated fairly; and that all action on taxes should be deferred until the world situation clarified.

The National Association of Manufacturers also opposed the bill because of the boost in corporate rates. NAM representative Charles R. Sligh, Jr., called on the committee to sweep away all the present excises and replace them by a general manufacturers' excise of about five per cent.

Towler Joins Lippert

ATLANTA, July 10.—Nelson Towler, former branch manager for Eagle-Lion here and at Memphis, has been appointed local branch manager for Lippert Productions.

Victory is in sight! One final push! Write, wire, talk to your Senators. Ask REPEAL of 20% tax!

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NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 7 NEW YORK, U.S.A., WEDNESDAY, JULY 12, 1950 TEN CENTS

N. J. Blumberg Urges Global Goodwill Plan

Says All Must Assume a Share of Responsibility

Addressing top sales executives f General Film Distributors, Ltd., t Glasgow yesterday, N. J. Blumerg, president of Universal Picıres, cited the importance of improvıg public relations along the lines esignated by the Council of Motion 'icture Organizations in the U. S., was disclosed in a cable received t the home office here.

Blumberg emphasized that each ıember of the industry throughout ıe world must assume responsibility or building the industry's prestige nd also must pitch in to improve usiness by contact with all sections f every community.

"Our future," Blumberg stated,

(*Continued on page 5*)

Tourists Boost NY Income; 'Flame' Strong at $60,000

Business is holding up at New York rst-runs this week with the tourist rade taking a good share of the credit. Most box-offices are off some during eekend matinees but despite this the ıajority are operating at a healthy ace. There are the usual few exceptons where the income is below par.

"The Flame and the Arrow," with ane Pickens and Buddy Lester on tage, is a handsome newcomer at the Strand, where the initial week's busiess is figured at $60,000, representing he best income at that house in sevral months. "Where the Sidewalk Ends," with Vivian Blaine and Will Mahoney on stage, is likely to provide he Roxy with a good first week's

(*Continued on page 4*)

Film Stock Trading Quiet, SEC Reports

WASHINGTON, July 11.—Trading by fficers and directors in film company tocks was very quiet during May, ccording to the latest report of the ecurities and Exchange Commission.

Harry M. Warner made four gifts f Warner common, totaling 2,900 ıares. These dropped his holdings to

(*Continued on page 5*)

Circulating 'Model' Ordinance to Help Cities Collect Any Federal Excise Cut

Nashville, July 11.—The Tennessee Municipal League has mailed to 168 cities and towns in the state a model ordinance providing for the imposition of an admission tax on theatre and other amusement tickets if and when the Federal tax is removed. It is recommended that this ordinance call for a levy of whatever portion of the 20 per cent tax now in effect that Congress may remove, according to Herbert Bingham, secretary of the League. He also recommends that counties pass the same act in order to "prevent operators of theatres in unincorporated areas from competing unfairly with those cities where the tax is collected."

Bingham estimated that the 20 per cent U. S. admission tax has been taking about $5,800,000 annually from Tennessee theatres and other amusements.

The 1949 Tennessee legislature passed a law permitting cities, towns and counties to take advantage of any Federal tax cut.

Film and TV Craftsmen in First Merger of Interests

First merger of the interests of motion picture and television craftsmen will take place in September when the Screen Directors Guild in the East and the Radio and Television Directors Guild stage a joint forum in New York "to celebrate television's coming of age, to salute New York as America's video production center and to acquaint the general public with the techniques of producing both motion pictures and television shows."

A joint statement issued yesterday by Lester O'Keefe, national president of the RTDG and Jack Glenn, president of SDG, pointed out the need for a closer unity among craftsmen in the two fields.

"The time has come," the statement said, "to re-examine the whole broad structure of motion picture and television production and distribution.

(*Continued on page 4*)

Crowe Again Head Of Kentucky ATO

LOUISVILLE, July 11.—Guthrie F. Crowe of LaGrange has been renamed president of the Kentucky Association of Theatre Owners. Other officers reelected by the directors were: Charles R. Mitchell, Barbourville Amusement Co., Barbourville, vice-president; Nell G. Borden, Louisville, secretary; Clifford R. Buechel, Mary Anderson Theatre, Louisville, treasurer; Henry J. Stites, Louisville, general counsel.

Elected directors for the ensuing two years from nine Congressional districts, with two directors at large, were: First district, Ned Green, Legion Theatre, Mayfield; second dis-

(*Continued on page 4*)

Goldwyn, RKO Sign Distribution Pact

Samuel Goldwyn Productions has exercised its option for renewal of the company's distribution contract with RKO Radio. Extension is for a one-year period initially.

The Goldwyn pact with RKO has been in effect for the past nine years, having started in Aug., 1941. First picture under the original deal was "The Little Foxes."

Compo Groups Meet Today, Tomorrow

Two more committees of the Council of Motion Picture Organizations will swing into action today and tomorrow with first formal meetings.

Robert O'Donnell is here from Dallas to preside at the meeting of the membership committee, of which he is chairman, today at the Paramount home office. The committee on organization, headed by Harry Brandt, has its initial session scheduled for tomorrow. Committee on finances, topped

(*Continued on page 5*)

Eugene Arnstein Is Comptroller of ELC

Eugene Arnstein has been appointed comptroller of Eagle Lion Classics, Inc., it was announced yesterday by William C. MacMillen, president. Arnstein formerly was treasurer of Film Classics. His ELC post is new.

Solon Calls For Film Aid In Emergency

Says Films Can Tell World America's Story

WASHINGTON, July 11.—Senator William Benton (D., Conn.) today urged that "the creative genius of our motion picture industry" be mobilized immediately "in this supreme crisis" to help get the American story across abroad.

Taking the Senate floor in support of a vastly expanded government information program overseas, Benton noted that Samuel Goldwyn, on his recent return from Europe, had called on the U. S. to spend $1,000,000,000 to combat Russian lies.

"Perhaps if he is asked, Mr. Goldwyn will undertake to produce a documentary motion picture, presenting the true facts about the North Korean

(*Continued on page 4*)

Korean War Scares Film Financiers; Goldsmith Deal Off

Raising capital for independent production has become even more difficult as a result of the hostilities in Korea, independent producer I. G. Goldsmith, here from the Coast, stated yesterday.

He said his negotiations with a private Eastern group looking to establish a production fund of $2,000,000 has fallen through for the present because the potential backers have become decidedly more cautious insofar as films are concerned. Goldsmith added he does not anticipate any difficulty in financing by other sources, however.

The producer of "Three Husbands" and "The Dungeon," both slated for release by United Artists, will leave here next week for a brief visit in London.

British Lion Nets $27,419 for 1949

LONDON, July 11.—British Lion Pictures today reported a net profit of £9,796, for the fiscal year ended in March, 1950. The profit will be applied to reducing last year's debit balance of £1,168,724.

The company's report stated that "experience shows that last year's

(*Continued on page 5*)

Personal Mention

HUGH OWEN, Paramount Eastern and Southern sales manager, and JOSEPH A. WALSH, branch operations manager, left here yesterday for Philadelphia, Pittsburgh and Washington.

•

LEONARD W. BROCKINGTON, new president of Odeon Theatres of Canada, Limited, has returned to Toronto from his first trip to Vancouver since his elevation to the chief executive position in Rank's Canadian company.

•

EDDIE CANTOR and MRS. CANTOR; LARRY PARKS and his wife, BETTY GARRETT are among passengers arriving here today from Europe on the *S. S. America*.

•

JEFF LIVINGSTON, advertising-publicity executive for Universal-International's special films division, will be in Philadelphia today from here.

•

LOU J. KAUFMAN, Warner Theatre executive, will leave here today for Cleveland.

•

RUTH KOPF of Toddy Pictures, Inc., is leaving here today for Puerto Rico on business.

Cal. Theatres Assn. Elects Directors

SAN FRANCISCO, July 11.—Elected directors today at the California Theatres Association's anual meeting were Boyd Sparrow, Loew's Warfield; Graham Kislingbury, North Coast Theatres; Verne Taylor, United-California; Harry Franklin, Goldberg Theatres; Roy Cooper, Golden State; George Nasser, Nasser Bros.; Abe Blumenfeld, Blumenfeld Theatres; L. S. Hamm, West Side Theatres; Carol Nathan, Baron and Nathan; Jerry Zigmond, United-Paramount; Spencer Leve, Fox West Coast and Lee Dibble, Embassy Theatre.

Officers will be elected at the first general meeting of the new board next Tuesday.

B. G. De Sylva, 55, Production Executive

HOLLYWOOD, July 11.—B. G. De Sylva, 55, former production head of Paramount, died today at the Hollywood Presbyterian Hospital of a heart ailment. He had been in ill health since suffering a heart attack nearly five years ago.

In addition to holding various executive production posts, De Sylva was for years a noted songwriter.

Munilla Is 20th-Fox Panama Manager

Ismael Munilla, formerly 20th Century-Fox asistant manager at Panama and more recently with the company in Argentina, has been appointed manager in Panama, by Murray Silverstone, president of 20th Century-Fox International. Munilla succeeds the late Elliot McManus.

Grosses' Decline in Video-less Europe Equals US Lag: Broidy

HOLLYWOOD, July 11.—Steve Broidy, Monogram-Allied Artists president, who recently returned from a business tour of Europe, said today gross recessions in European countries which have no television so closely parallel American box-office declines as to indicate the industry here has over-estimated the effect of video.

Observing that grosses are down 20 per cent in Germany, 15 per cent in France and 12 per cent in England, Broidy said the general causes, notably the public's expenditures for articles done without during the war and now available, are more directly accountable for the drop-off than any competitive entertainment.

Key to success in meeting current market conditions domestically, Broidy said, is choosing the proper subjects for timely appeal, producing them with the right players at a cost which will leave both exhibitor and producer room for profit, and exploiting them explicitly.

Broidy said the English-made film "Dancing Years," which will be road-shown via the Monogram subsidiary, Stratford Pictures, may duplicate "Red Shoes" business in the American market.

Pollard Promoted to UA Manager in L.A.

W. B. Pollard, formerly office manager of United Artists' Los Angeles branch, has been promoted to branch manager of that exchange, by W. E. Callaway, UA's West Coast district manager.

Pollard replaces J. J. O'Loughlin, who was recently shifted to the Midwest district as district manager, relieving Ralph Cramblet, who is on sick leave.

'Cabinet' to Promote 20th's 'No Way Out'

Assemblage of a "cabinet" of outside public relations experts to devote their efforts exclusively to Darryl F. Zanuck's production of "No Way Out," was announced here yesterday by 20th Century-Fox.

They will work in conjunction with home office advertising, publicity and exploitation department heads, and were engaged to handle individual aspects of the picture.

Members of the "cabinet" include Malcolm Ross, former chairman of the President's Fair Employment Practice Commission; Billy Rowe, Negro journalist and associate of Joe Louis, and Ed Harrison, independent publicity consultant. They will join forces with publicity manager David Golding, exploitation manager Rodney Bush, advertising manager Jonas Rosenfield, and promotion manager Stirling Silliphant.

'U' Vet of Two Wars Offers Self Again

BOSTON, July 11.—Lt. Col. Richard W. Sears, Ret., a veteran of World Wars I and II, has again offered his services to the U. S. Army Signal Corps. Associated with the Universal branch here, Sears offered his services the day South Korea was invaded by Communist forces.

The Chief Signal Officer has informed Sears he will be called if needed. A cameraman, Sears had been in the Officers Reserve Corps continuously for 31 years up to the time of his retirement as an honorary member of the AUS.

Newsreel Parade

NEWS from Korea and the Wimbledon tennis matches head current newsreel items. Other stories range from human interest to sports. Complete contents follow:

MOVIETONE NEWS, No. 56—News flashes from the Korean front. Sports: Wimbledon tennis. Kayak boating. Melon contest.

NEWS OF THE DAY, No. 289—Korean films. Miss Chinatown. England's Queen's godson weds. RAF in action. Tennis drama.

PARAMOUNT NEWS, No. [illegible]—United States sweeps Wimbledon court. Fur fashions. Roundup of Korean war to date.

TELENEWS DIGEST, No. 28-A—Action in Korea. War impact reaches U. S. Freak Illinois train wreck kills nine.

UNIVERSAL NEWS, No. 368—Korean news. Timber carnival. Fireman's tournament. Wimbledon tennis matches.

WARNER PATHE NEWS, No. 95—Korean war. Youngsters get first haircut. RAF stages spectacular air show. Budge Patty wins Wimbledon crown.

Arnall and Johnston To London July 16

Ellis Arnall, president of the Society of Independent Motion Picture Producers, said here yesterday he is set to leave for London by plane on July 16 to resume negotiations of a new trade agreement with the British at meetings set to commence on July 18. Eric A. Johnston, president of the Motion Picture Association of America, also is known to plan leaving here for the British sessions on July 16, accompanied by Joyce O'Hara, his assistant.

James Mulvey, president of Samuel Goldwyn Productions, has yet to decide on whether he will join in the meetings. His present business here is pressing and he may not be able to break away.

Tribe Cites 20th-Fox For 'Broken Arrow'

WHITE RIVER, Ariz., July 11.—Indians of the White Mountain Apache Tribe have cited 20th Century-Fox for "accurately and forcefully telling the story of the Apache Indians of Arizona in the early struggle of the settlement of the Southwest" in its film, "Broken Arrow."

The citation was read as tribal heads presented 20th-Fox with a shield bearing the tribe's peace symbol, a broken arrow.

Theatre Ceiling Falls

RICHMOND, July 11.—Seventeen of 200 patrons were injured, two seriously, this afternoon when the ceiling of the Park Theatre, a downtown action house, collapsed. L. M. Ives, manager of the Fabian, Wilmer and Vincent circuit house, said the cause had not been determined at a late hour today.

Show 'Black Rose' Styles

A fashion show and cocktail party for 20th Century-Fox's "The Black Rose" will be held at the Movietone Studios here today. On display will be "Black Rose" adaptations for fall by 23 leading fashion manufacturers, which will be offered in 423 stores nationally starting Aug. 29.

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From the Company Voted First In Product! Fairest In Terms! In "Exhibitor Magazine" Poll!

M·G·M's

DUCHESS OF IDAHO

NO

GOLD-GETTING SUMMER SHOW!

Yes, it's just one Big M-G-M hit after another!

Imagine! Tops "Battleground" and "Annie Get Your Gun" in Memphis opening! Tops "Father Of The Bride" at Little Rock, Ark. opening. Toledo is a few dollars behind "On The Town" New Year's opening. And those are typical of the darling "Duchess". She's just what the public wants!

IT PRETTY WITH M-G-M's SUMMER SHOWS!

"Annie Get Your Gun"—The Big Money Show!
"Stars In My Crown"—Swell Everywhere!
"Next Voice You Hear..."—BIG At Music Hall!

JUNE
"The Asphalt Jungle"
"Father Of The Bride"
"The Skipper Surprised His Wife"

JULY
"Crisis"
"Duchess Of Idaho"
"The Happy Years"
"Mystery Street"

AUGUST
"Three Little Words"
"The Miniver Story"
"A Lady Without Passport"

OPTIMISM

M-G-M's **TECHNICOLOR** MUSICAL OF SUN VALLEY SPLENDOR!

"DUCHESS OF IDAHO"

STARRING

ESTHER WILLIAMS
VAN JOHNSON
JOHN LUND

with

PAULA RAYMOND
CONNIE HAINES · CLINTON SUNDBERG
And Guest Stars
LENA HORNE · ELEANOR POWELL

A ROBERT Z. LEONARD PRODUCTION
Color by **TECHNICOLOR**
Written by Dorothy Cooper and Jerry Davis
Directed by **ROBERT Z. LEONARD**
Produced by **JOE PASTERNAK**
A METRO-GOLDWYN-MAYER PICTURE

M G M

(It's not too late to fight for complete 20% tax repeal! Write your Senators TODAY!)

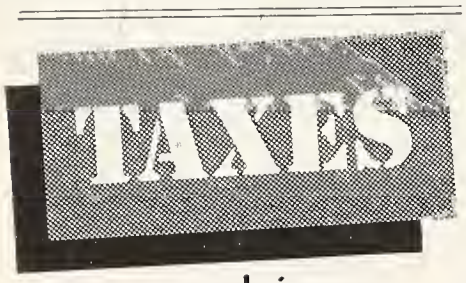
Okay Disney Films in Japan

A pact for the distribution of American-made pictures by a Nipponese company in Japan was signed yesterday by Roy O. Disney, president of Walt Disney Productions, and Morton E. Feiler, representing the Daiei Motion Picture Co. of Tokyo. It calls for the distribution, in its initial phase, of two Disney features and 24 short subjects to the 950 film theatres in Japan serviced by Daiei. The latter closed last week to distribute six Goldwyn productions in Japan. Before the war, American film companies always had their own representatives in Tokyo and other cities of Nippon.

Precedent Established

Licenses implementing the deals also establish another precedent in producer-distributor relations in the islands, being the first sanctions by General MacArthur's Headquarters for the showing of independent producers' films in Japan since the issuance of Circular No. 8, dated April 8, 1950.

First of the Disney product to be handled by Daiei is "Snow White and the Seven Dwarfs," which will be roadshown beginning in September. "Song of the South" is being considered as the second feature release.



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Review

"Union Station"

(Paramount)

THE dragnet cautiously drawn around the abductor of a blind girl is the basis of a story which is developed with enough ingenuity to lift "Union Station" comfortably above the routine melodrama class. William Holden, Nancy Olson and Barry Fitzgerald are the principals.

Film is generously endowed with action and suspense along with humorous incidents which add to its entertainment. The climactic chase in a winding tunnel beneath the terminal of the title looks like it was borrowed from an episode in "Third Man" but the idea has yet to be overworked and is put to good use here.

The action takes place largely in Union Station in a city unidentified, where Holden is on duty as head of the private detective force. He and Fitzgerald, inspector with the city police, are in charge of the kidnapping case, and set out to nab the abductor, Lyle Bettger, and his accomplices before they harm their victim. Miss Olson appears as secretary to the blind girl's father, learns the identity of the kidnappers and assists the police in their delicate maneuvering. Following the ransom pay-off, Holden gets on Bettger's trail, pursues him through the terminal tunnel and in a blazing-pistol finish accomplishes his mission.

The blind girl is played by Allene Roberts. Other performers in the Jules Schermer production include Jan Sterling, Herbert Heyes, Don Dunning, Fred Graff and James Seay. Sydney Boehm did the screenplay and Rudolph Mate directed.

Running time, 80 minutes. General audience classification. September release.

GENE ARNEEL

'Going My Way' to Be Re-Released in Oct.

Paramount has set October for the re-release of Bing Crosby's "Going My Way", first released in Feb., 1944. A trade screening was held yesterday at the Plaza Theatre here. Barry Fitzgerald is starred with Crosby.

In a review of the production, appearing in the issue of Feb. 28, 1944, *Motion Picture Daily* said:

"This is new material for the screen, fresh as the untried is always fresh, and, in the presentation given it by producer-director Leo McCarey, crisp new merchandise for all of the customers of all theatres. . . . Crosby's performance is masterly" and Fitzgerald's has "richness and feeling." Running time, 126 minutes.

New York Income

(*Continued from page* 1)

gross of about $75,000.

"Eagle and the Hawk," with Peggy Lee topping the stage bill, drew about $57,000 in an adequate first week at the Paramount.

"Crisis," with Ralph Flanagan and Thelma Carpenter on stage, ended its first week at the Capitol with a take of about $54,000, which is healthy. The Globe's duet of reissues, "Mutiny on the Bounty" and "Day at the Races," is clicking nicely with an estimated $24,000 apparent for the first week.

"Next Voice You Hear . . ." with a stage presentation on the Fourth of July theme, is holding up in good fashion at the Music Hall, where $135,000 is in view for the second week; it will hold for a third week at least, with "The Men" likely to open on July 20. "White Tower" is moderate at the Criterion, which looks for about $12,000 in its second week.

"The Lawless" promises about $5,500 in a dull third and final week at the Astor. The house will close tonight for an extensive alteration job and will reopen on Aug. 2 with "Edge of Doom." "Third Man" is figured at $6,000 in its 23rd week at the Victoria.

"Annie Get Your Gun" is good enough at the State, where an estimated $14,000 is in prospect for the eighth week. At the Rivoli, "If This Be Sin" might reach $7,500 in a slow second week. "Rocking Horse Winner" is down to about $4,500 in a mild fifth week at the Park Avenue. "The Red Shoes" is figured at $4,500, which is fair business, for the 90th week of its unusually long run at the Bijou.

Geoffrey Hewelcke, 46

OTTAWA, July 11.—Geoffrey Hewelcke, 46, formerly a scenario writer and producer with National Film Board of Canada, died suddenly here while being taken to a hospital following a heart attack. He is survived by the widow and two children.

Harry Hays, Salesman

Harry Hayes, one of United Artists' Midwest salesmen, operating out of Indianapolis exchange, died on July 8 of a heart attack, the company disclosed here yesterday.

Film, TV Craftsmen

(*Continued from page* 1)

There is growing confusion that needs clearing up at once. The problem is both economic and creative. We are in a new era of low-budget production and are faced with the necessity of keeping standards high without the large amounts of money which the movies have. This we feel can be achieved, especially if we take the public into our confidence and show them the inner workings of our profession. Our first joint forum we believe will contribute toward this end.

"We are in an era in which the advertiser and not the audience will pay for the bulk of our visual entertainment and information."

Crowe Reelected

(*Continued from page* 1)

trict, Leon Pickle, Kraver Theatre, Henderson; third, Cliff Buechel, Mary Anderson Theatre, Louisville; fourth, W. D. Aspley, Aspley Theatres, Glasgow; fifth, J. Van Snook, Griffith Theatre, LaGrange; sixth, Gene Lutes, Capitol Theatre, Frankfort; seventh, L. O. Davis, Virginia Amusement Co., Hazard; eighth, W. T. Cain, Garden Theatre, Louisa; ninth, Mrs. O. J. Minnix, Southland Theatre, London; directors at large, Harold Sliter, Schine's district manager, Lexington, and E. L. Ornstein, Ornstein Theatres, Brandenburg.

In a newly created post of second vice-president, C. K. (Buddy) Arnold of the Arco and Melody Theatres, Bardstown, was elected.

Calls For Aid

(*Continued from page* 1)

aggression, to be shown not only in the world's commercial theatres but to organized groups in every accessible country and by projection trucks to every accessible village square in the world," the Connecticut Democrat said.

"Of course, I use Mr. Goldwyn's name here in a symbolic sense. I use him because he is thinking about the problem and wants something done. My point is to mobilize immediately in this supreme crisis the creative genius of our motion picture industry and the use of this most important medium of communication of ideas. We need not merely make one picture. We need one a week."

Industry War Aid Pledged

Abram Myers and Gael Sullivan, in testifying for repeal of the Federal admission tax before the Senate Finance Committee in Washington last week, as representatives of COMPO, said the industry, in the event of war, will revive its War Activities Committee. The WAC directed the industry's cooperation with the government and the services in the last war, including production and distribution of special films.

Just what the doctor ordered! Repeal that 20% tax! Write, wire, talk to your Senators NOW! Hurry!

We are pleased to announce that C. W. SHARPE has joined our organization as Supervisor of our Motion Picture Department.

Mr. Sharpe was formerly Controller of Columbia Pictures Corporation and Treasurer of Pathe Industries, Inc.

SAMUEL HACKER & COMPANY
Certified Public Accountants
Members of American Institute of Accountants

July 1, 1950

R.K.O. Building, Radio City
New York 20, N. Y.

Paging Youngstein

Tucson, July 11. — The sheriff and deputies closed in today on the Acme Printing Co., following a tip, reportedly from the FBI, that counterfeit money was coming on the presses. The proprietor of the shop, Harry L. Truswell, brushed aside guns and explained that the bogus currency was "Furies" money, merchandise certificates distributed by local merchants to promote the world premiere of "The Furies," Hal Wallis production for Paramount. Over $2,250,000 in merchandise certificates has been printed.

N. J. Blumberg

(*Continued from page* 1)

"depends on more forceful selling to the general public of good pictures irrespective of where these pictures are made."

"Unless we talk well about our industry and exemplify all those good traditional things about our business we cannot expect other segments of the public to carry the ball for us," warned Blumberg.

He complimented the J. Arthur Rank Organization on the progress it has made in overcoming many difficulties. He also assured Universal's collaboration with the Rank Organization in maintaining and fostering the goodwill that is required by present-day conditions.

Asks 'Collective Ingenuity'

"The problems created by changing conditions in our industry as well as in others will demand the utmost individual as well as collective ingenuity to direct the transition in such a way that the motion picture business will be the beneficiary of advantages rather than the victim of disadvantages.

"Actually, we overlook the fact that showmanship should be used as preventive medicine and not as a remedy."

At the meeting in Glasgow sales executives from the Belfast, Dublin and Newcastle offices of General Film were in attendance.

Blumberg will address other such sales meetings in addition to addressing meetings of top level Rank executives in London tomorrow.

Alfred E. Daff, executive vice-president of Universal-International Films, Inc., is accompanying Blumberg on this mission and is also participating in all of the meetings.

FILM INDUSTRY MEMBERS, VACATION IN THE POCONOS. ALL THIS AND MORE . . .

RATES Including Meals $9.00 Daily or $58.50 Wkly.

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SPECIAL 10% DISCOUNT TO FILM INDUSTRY MEMBERS WHO SEND IN OR PRESENT THIS AD!

Write, Phone or Wire for Reservations.

THE CAMPUS, BUSHKILL, PA.
PHONE BUSHKILL 51

Review

"711 Ocean Drive"

(*Columbia*)

UNDERWORLD forces behind large book-making organizations are given a thorough airing in "711 Ocean Drive." Considerable publicity has accrued to the picture in the light of the reported fact that unsavory elements had attempted to block the making of this Frank N. Seltzer production. The story runs pretty much in the fashion of a standard melodrama, but it is set off from most others by an authenticity of backgrounds (filming took place in the actual locales named in the story), and an earnest aim to expose gambling evils. The mixture of fiction and social seriousness should prove a diverting one to patrons.

Edmund O'Brien plays the lead as a pleasant and ambitious young man who works as a repair man for the telephone company. Eager to make more money, he decides to go to work for a "bookie" organization. With his background in electronics and telephony, O'Brien is able to devise a cunning system for furnishing bookies with race track information. He progresses steadily, and through a combination of craftiness and daring becomes the head of a large branch of a bookie outfit. In the meantime, however, he becomes enmeshed in a multitude of underworld evils. At first O'Brien becomes attracted to Dorothy Patrick, a pretty secretary, but soon he abandons her after he meets Joanne Dru, wife of Donald Porter, an underworld lieutenant of Otto Kruger, who bosses the overall bookie empire. O'Brien arranges the death of Porter and thereafter it becomes a grim game in which he is hunted by both the police and the underworld.

In an exciting climax that takes place in Hoover Dam, O'Brien meets his inevitable end as police bullets mow him down. Joseph H. Newman directed from a screenplay by Richard English and Francis Swan.

Running time, 102 minutes. Adult audience classification. July release.

MANDEL HERBSTMAN

Film Stock Trading

(*Continued from page* 1)

254,350 shares in his own name and 16,000 in trust accounts.

Columbia president Harry Cohn gave away 269 shares of his firm's common, leaving him 149,453 shares of common and 400 shares of preferred. A. Schneider gave away 816 common shares, and now holds 8,726 shares and options for another 12,500.

Harry Brandt, bought 1,000 shares of Trans Lux Corp. common, boosting his holdings to 98,118 shares. His wife owns another 17,700, and he owns 750 shares through Broadyork, Inc., 1,400 shares through Harday, Inc., and 22,000 through the Harry Brandt Foundation.

Jay Emanuel bought 600 shares of Trans Lux common, and now owns 9,600 shares.

Francis J. O'Hara, Jr., and A. Dee Simpson notified the Commisison they owned no RKO stock when they became directors of the company on June 2 and March 1, respectively. Edward L. Hyman said he had no stock in United Paramount Theatres, Inc., when he became an officer on May 5, while Robert M. Weitman said he owned 33 shares when he became a UPT officer on May 4.

British Lion's Net

(*Continued from page* 1)

provisional estimate for loss of films and film advances of £1,388,797 may be inadequate. The further loss may be £400,000." The report added that early prospects indicate a probable profit on the films made since March 31, 1949.

Current liabilities include £1,494,881 in bankers' loans and £3,202,884 owed to others. British Lion previously was reported to have received £3,000,000 in advances from the government's Film Finance Corp.

The annual meeting will be held Aug. 2 when action will be taken on a resolution calling for an increase in the capital of the company from £850,500 to £1,100,500 by creation of 5,000,000 ordinary shares of one shilling each.

Compo Meets

(*Continued from page* 1)

by Sam Pinanski, is expected to go into session within the next week. Other COMPO committees already have held their initial meetings. They are the committees on program and planning, and on personnel.

Star to Tour 13 Key Cities

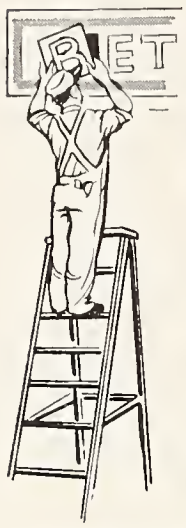
Burt Lancaster is scheduled to make a personal appearance tour of 13 key cities in conjunction with openings of "The Flame and the Arrow," a Norma-FR Technicolor production which Warner Bros. is distributing, beginning July 17 in Chicago. Lancaster stars in the film with Virginia Mayo. He will be accompanied on his tour by Nick Cravat, his former acrobatic partner, who also appears in the film. They will present several of the stunts which they perform in the film.

Mort Blumenstock, Warner advertising-publicity chief, has set up a series of press and radio interviews in each city to get top publicity coverage for the tour.

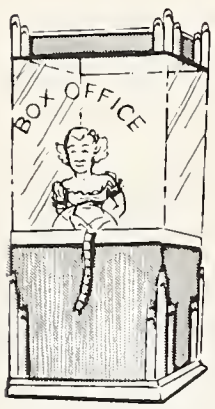
Theatres and cities where Lancaster is scheduled to appear are: Chicago Theatre, Chicago; Hippodrome, Cleveland; Stanley, Pittsburgh; Albee, Cincinnati; Warner and Ambassador, Washington; Stanley, Baltimore; Strand, Albany; Paramount, Buffalo; Metropolitan, Boston; Roger Sherman, New Haven; Michigan, Detroit; Paramount, Kansas City; Warner, Oklahoma City.

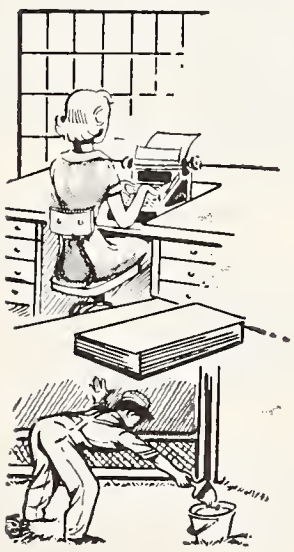
12c TV Fund Dividend

CHICAGO, July 11.—Directors of Television Fund, Inc., have declared a dividend of 12 cents a share on the capital stock payable July 31 to holders of record on July 20. A similar amount was paid in the preceding quarters.



LET'S ALL GET DOWN TO WORK!





Let's turn every *handicap* into a CHALLENGE! . . . Let's *roll up our sleeves* and use the tools of Showmanship . . . to *prove* that Motion Pictures are the *finest entertainment* . . . that the *motion picture theatre* is a *community asset* . . . that the men who *made* SHOWMANSHIP a modern form of *merchandising* . . . KNOW how to use it!

Get on the Bandwagon! Start making some NOISE! Use your Newspaper . . . the radio . . . television . . . your screen, lobby and theatre front . . . to *excite* your patrons . . . and lure some new ones!

Unless you TELL them . . . no one will know . . . that ***MOVIES ARE BETTER THAN EVER!***

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

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FIRST NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 63. NO. 8 NEW YORK, U.S.A., THURSDAY, JULY 13, 1950 TEN CENTS

Senate Group Halts Action On Tax Bill

Snyder Makes Request Based on Emergency

WASHINGTON, July 12.—The Administration today flashed the long-expected red light on the pending tax bill.

Secretary of the Treasury Snyder asked Senate Finance Committee Chairman George to take no further action on the bill, which would cut the admission tax and other excises by about $1 billion a year, unless and until the international situation materially improves.

George immediately agreed to hold up any further action on the bill for the time being.

While today's developments did not completely kill the tax bill and the industry's hopes for tax relief, observers felt that the bill's hold on life is now only by the thinnest thread. They pointed out that no one expects the world situation to improve for many months, and that in any event,

(*Continued on page* 4)

Aid in War Crisis Pledged by Goldwyn

WASHINGTON, July 12.—Independent producer Samuel Goldwyn today pledged the film industry's support to the government in the current international crisis.

Yesterday, on the Senate floor, Senator William Benton urged the government to make full use of the film industry as part of an expanded government overseas information effort, and cited the remarks Goldwyn had

(*Continued on page* 4)

Ferber Named UATC Comptroller, Also

Henry Ferber, comptroller for Metropolitan Playhouses here since 1948, has been named to the additional post of comptroller for United Artists Theatre Circuit, with which Metropolitan is closely linked.

Meanwhile, the presidency of UATC, vacated by the resignation of Joseph M. Schenck, is continuing open pending a board meeting to elect a successor. George Skouras is regarded as a likely candidate but according to UATC directors here, this is not certain. The board session has yet to be set.

ABPC's Annual Report Says Quota Caused Big Losses

LONDON, July 12.—Britain's "unrealistic" 40 per cent film quota, expiring next October, caused Associated British Pictures Corp. theatres to show many films which lacked entertainment value and resulted in substantial losses to its theatres, Sir Philip Warter, chairman, states in his annual report made public today.

Warner Bros. have a 37½ per cent interest in the Associated British Circuit.

The company's report states that it regards the new 30 per cent quota as realistic, but declares that until the basis of taxation here has been adjusted to make film production a reasonable commercial risk, it must view production with anxiety even though it is anxious to support the country's production effort.

It describes the new admission tax

(*Continued on page* 5)

500 Attend 20th-Fox 'Rose' Fashion Show

Long-range preparations for the merchandising campaign on 20th Century-Fox's "The Black Rose" were unveiled to the national press, trade papers, magazine representatives and exhibitors yesterday when the company staged at its Movietone studios here a fashion show of the items, said to be unprecedented in number, involved in the tie-in package.

The event was attended by more than 500 people, including many of the nation's leading fashion editors in New York to see the latest fall fashions. The entire U. S. and Canada

(*Continued on page* 4)

McNUTT HEADS REORGANIZED UA

Schenck's Stay At 20th Gets US Okay

Washington, July 12.—The Justice Department has approved Joseph M. Schenck's decision to trustee his stock in United Artists Theatre circuit and to remain in an executive capacity with 20th Century-Fox, it was learned today.

Schenck assured the Department that he would limit himself with 20th-Fox to production and would have nothing to do with distribution or exhibition. On this understanding, it was reported, the Department told Schenck his decision to resign from UATC this Saturday met the requirements originally laid down by the government.

McNutt Has Option, Coast Speculates

HOLLYWOOD, July 12.—The opinion that the McNutt deal for purchase of control of United Artists is in the nature of an option, which can be exercised any time in the next two years, was expressed in several responsible quarters here late today. However, the McNutt syndicate would have control of voting rights meanwhile.

(Those persons in New York pre-

(*Continued on page* 5)

McNamee President As Pickford, Chaplin Sell 90% of Their Shares

HOLLYWOOD, July 12.—A syndicate of Eastern capitalists headed by Paul V. McNutt, head of the War Manpower Commission during the last war, obtained control of United Artists by purchasing 90 per cent of the stock held by Charles Chaplin and Mary Pickford, William Gooding, a Chaplin spokesman, said today after an announcement issued by McNutt in the East reached Hollywood.

The treasury-held stock, for which other offers have been reported under consideration, remains intact, Max Kravetz, secretary under the reorganized setup, stated.

Gooding said that Chaplin and Miss Pickford, each of whom had owned 4,000 shares in the company, each sold 3,600 shares to the McNutt group, thus retaining 400 each. Both Kravetz and Gooding declined to reveal

(*Continued on page* 5)

Compo Member Unit To Nominate Others

Comprehensive list of groups eligible for membership in the Council of Motion Picture Organizations will be prepared by Robert J. O'Donnell, Edward Lachman, Herman Robbins and Charles E. (Chick) Lewis with the nominations requiring unanimous ratification by the COMPO executive board.

This was decided yesterday at a meeting of the COMPO membership committee of which O'Donnell is chairman. The committee members will discuss with various industry groups how they could be of maximum

(*Continued on page* 4)

Warners Open Sales Meet In Los Angeles Today

LOS ANGELES, July 12.—Ben Kalmenson, Warner Bros. vice-president in charge of distribution, opens a three-day sales meeting attended by the company's topline executives from all over the United States and Canada, at the Ambassador Hotel here tomorrow. Meetings are intended to set up long range policy plans for every phase of the company's future operations.

Highlight of today's sessions will be presentation of the forthcoming Warner product by Jack L. Warner, executive producer. The meeting will

(*Continued on page* 5)

Fritz Berg Resigns Warner Brazil Post

Fritz Berg, general manager for Warner in Brazil, has resigned his post, according to an announcement by Wolfe Cohen, president of Warners International.

Ary Lima will assume the managership of Brazil, in addition to his regular duties as supervisor of the Warner offices in Argentine, Brazil, Chile, Paraguay and Uruguay.

Philadelphia Ticket Tax Take Down 11%

PHILADELPHIA, July 12.—An 11 per cent drop in city amusement tax receipts for the first six months of 1950 was reported here by the receiver of taxes despite a 13 per cent increase in city wage and income tax receipts. The 10 per cent city tax on admissions netted $1,762,836 for first half of 1950, as compared with $1,989,509 for the comparable six months last year.

Say Jap Terms 30% Higher

WASHINGTON, July 12.—Terms of the new Japanese remittance agreement call for an increase of 30 per cent over last year, according to a report here. The increase over last year's $1,600,000 would bring the figure up to $2,080,000.

The 1950-51 agreement will be presented to the Motion Picture Export Association board of directors for approval here on Friday by Irving Maas, vice-president and general manager, who returned from Japan on Monday.

Reached in New York, Maas declined to comment on the reported terms until after Friday's meeting.

Court Allows New House to Crescent

NASHVILLE, July 12.—The U. S. District Court has authorized Crescent Amusement Co. to construct a theatre at Bordeaux, a suburb of Nashville, on condition that construction begin within 60 days. The time limit imposed is evidently in respect of a recent complaint filed by the U.S. Department of Justice that Crescent has bought sites and announced plans for theatres in certain situations to prevent competitors from entering the field and then delaying construction. A Federal court hearing on these charges is expected in September.

Para. Sets Contest Tie-in with 'Furies'

Nation-wide contest for the public to be conducted through theatres in conjunction with the July 21 premiere of "The Furies" in Tucson has been set by Paramount. Contestants are to complete the sentence, "I would like to spend my vacation at the Furies ranch because . . ."

Paid vacations in Tucson will be awarded the winners in addition to managers of the theatres they attend.

ELC Korean Feature To Open at Embassy

"Death of a Dream," the Eagle Lion Classics full-length documentary dealing with the present crisis in Koreo, will have its premiere at the Embassy Theatre here on Tuesday.

Quentin Reynolds, who wrote and narrated the film, will officiate at a special screening to be held tonight at Toots Shor's restaurant.

Mulvey Staying Home

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, disclosed here yesterday that because of the pressing nature of his other business here James Mulvey, president of Samuel Goldwyn Productions, will be unable to join in the forthcoming trade negotiations with the British Government. "I cannot pay sufficient tribute to Mr. Mulvey for his part in the negotiations to date," Arnall stated.

Personal Mention

WILLIAM C. MACMILLEN, Eagle Lion Classics president, returned here yesterday from a six-day trip to Paris.

•

MAURICE N. WOLF, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will speak before the Kiwanis Club of New York at the Warwick Hotel on Aug. 2.

•

ANTHONY PROCACCINA, operator of the Pike Drive-In Theatre at Newington, Conn., and MRS. PROCACCINA are the parents of a baby girl.

•

RUSS BARRETT, manager of the Capitol Theatre, Willimantic, Conn., has been a patient at the Hartford Hospital, Hartford.

TED R. GAMBLE, head of Gamble Enterprises, will leave here today for the Coast.

•

A. J. O'KEEFE, Universal-International assistant general sales manager, will leave here today for Philadelphia.

•

SAMUEL GOLDWYN was the guest of NANCY CRAIG on her ABC program here yesterday.

•

E. C. GRAINGER, Shea circuit president, left here yesterday for Ohio and will return early next week.

•

CHARLES C. MOSKOWITZ, Loew's vice-president and treasurer, will leave here today for the Coast.

Mexico Studio Union Postpones Strike

MEXICO CITY, July 12.—Strike action by studio workers organized in the National Cinematographic Industry Workers Union (STIC), originally set for July 1, has been postponed until Friday. Mexico's four studios are threatened with a shutdown unless an agreement on the union's demands for a 50 per cent wage raise and a 30-hour week is reached.

Studio operators do not share the Labor Ministry's optimism that negotiations will avert a strike, claiming they cannot meet the demands and stay in business.

'Louisa Day' at Coney

Wednesday, July 26 has been designated as "Louisa Day" at Coney Island by the Coney Island Chamber of Commerce in honor of the forthcoming Universal-International "Louisa." Star Charles Coburn's personal appearance is contemplated.

Legion Reviews 9; Classes Two As 'B'

Nine additional films have been reviewed by the National Legion of Decency, with two receiving a "B" rating. In that category are Distinguished Films' "Revenge" and United Artists' "Three Husbands."

In Class A-I are Republic's "The Arizona Cowboy" and "Trigger, Jr," Columbia's "Behind the Purple Hills," 20th Century-Fox's "Broken Arrow," and RKO Radio's "Treasure Island." In Class A-II are M-G-M's "A Lady Without Passport" and Universal-International's "Madness of the Heart."

A. Scott to ECA Post

WASHINGTON, July 12.—Albert Scott, a State Department foreign service officer on loan to the Economic Cooperation Administration, has been named head of ECA's information media guaranty program.

Scott succeeds Sydney L. W. Mellen, who has been named first secretary of the U. S. Embassy at Rome.

Cuban First Runs Permitted Only in Stage Show Houses

WASHINGTON, July 12.—A new Cuban government regulation attempts to limit first-run pictures to those Havana theatres which offer stage shows, according to a report by Commerce Department film chief Nathan D. Golden.

Golden says the decree ex[illegible] the application of an existing tax on theatre admissions to all feature film showings which, upon their release in Cuba, are not exhibited together with a stage show for a full week in a first-run theatre in Havana.

Only five theatres have been presenting stage shows, the Commerce Department report declares, while releases have averaged seven or eight a week. Neighborhood theatres now must either use a stage show if they want to present first-run features, pay the tax, or present second-run features.

'Treasure Hunt' Tied To 'Treasure Island'

Plans for a national "treasure hunt," tied in with Walt Disney's "Treasure Island," are announced here by Terry Turner, RKO Radio exploitation director, who says prizes will total nearly $500,000 and that the contest will bring the picture 300,000 lines of advertising.

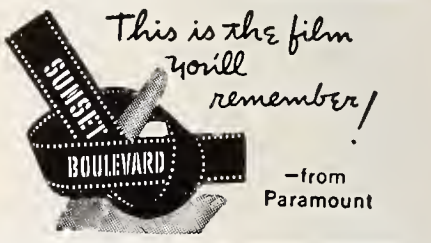
Theatres, stores and other media in 38 key cities will participate in the promotion, which will be timed to coincide with the film's release, according to RKO Radio. Keys distributed by sponsors will be used to open a "treasure chest," with winners appearing at the theatre to collect prizes donated by merchants participating in the plan.

Coast Services Today For B. G. DeSylva

HOLLYWOOD, July 12.—Funeral services for B. G. De Sylva, former screen and stage producer and noted songwriter, who died Tuesday of a heart ailment, will be held tomorrow at the Cunningham and O'Connor Mortuary here. The widow requests that instead of floral offerings, donations be made to the American Heart Association.

J. D. McElhinney, 45

SEATTLE, July 12.—Joseph D. McElhinney, 45, former Seattle Eagle-Lion branch manager, died here following a brief illness. He was distribution representative in Singapore for 20th Century-Fox at the outbreak of World War II and was interned for 43 months. A brother, Paul, Republic branch manager here, survives.



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A Statement by
Alexander Wiley,
U. S. Senator from Wisconsin,
Member, Special Senate
Committee to Investigate
Interstate Gambling
and Racketeering

"INFORMING THE PUBLIC

"It is my earnest hope that the Kefauver Committee will be a principal weapon in this war against the underworld rats. It cannot succeed, however, unless we in Congress join together with all decent citizens and honest law enforcement officials and fight with all our might and main to win the 'hot war' against the forces of crime and racketeering.

"Honest motion pictures like '711 Ocean Drive' can be a tremendously constructive factor in informing the public of the meaning of that 'innocent 2 dollar bet at the candy stand.'"

711 OCEAN DRIVE starring EDMOND O'BRIEN, JOANNE DRU with Otto Kruger, featuring Barry Kelley, Dorothy Patrick, Donald Porter, Sammy White. Written by Richard English and Francis Swann. Produced by Frank N. Seltzer. Directed by Joseph H. Newman. Released by Columbia Pictures.

'All Quiet' Stands Up Well in Reissue Twenty Years Later

First released by Universal in 1930, "All Quiet on the Western Front" is currently being reissued by Realart Pictures. Viewing the early Academy Award winner again, one is impressed by how remarkably well it has survived the passage of time. It is a powerful, disturbing and vivid war drama that bears present day films on the same theme a worthy comparison.

Adapted from Erich Maria Remarque's novel, the film, under the direction of Lewis Milestone strikes home with telling effect the stupid enormity of war. It does so, however, in slow and measured step, which suffers somewhat in contrast to the pace of new productions. It is to the picture's credit that it intelligently refrains from any false heroics as it presents the story of the first world war as seen through the eyes of German youth. It is unsparing in its documentation of grime, sordidness and moral corrosion.

Battle Scenes Brilliant

The large-scale battle scenes are handled brilliantly by Milestone although in viewing them one can not escape realizing how the fashions of war have changed.

Some half-forgotten and some still popular faces shine through the film. Lew Ayres, lean and young, gives a warm and sensitive performance as the youth sacrificed to war. Then there is the unforgettable Louis Wolheim looking like a benign bulldog and poker-faced comedian Slim Summerville.

When first released in 1930, a number of scenes were deleted. In 1939 the film was reissued with the deleted scenes added but the total running time cut to approximately half the original length. In the current reissue, running 103 minutes, the entire film is shown except for some minor bits that could not be restored because of print decay. M. H.

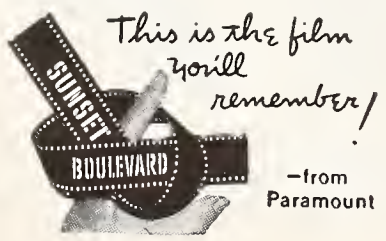
'Rose' Fashion Show

(*Continued from page* 1)

was represented in both the fashion and news fields and in addition a number of important exhibitors attended.

Staging of the show, which used 21 models, was by Tom Lee, with Corinne Schwab directing and assembling the products. Charles Le Maire, studio wardrobe director, handled the commentary. Movietone cameramen recorded the event for the newsreels.

Nearly 750 stores throughout the country have already pledged exceptional efforts to promote the tied-in merchandise, the company said, and hundreds of others will give special attention to individual items. The schedule calls for promotions to begin in mid-August, building up to the picture's launching on Labor Day.



Reviews

"A Lady Without Passport"

(*Metro-Goldwyn-Mayer*)

HEDY LAMARR, in the role of a Hungarian refugee stranded in Cuba because she cannot gain entry into the U. S., is co-starred with John Hodiak in "A Lady Without Passport." Hodiak, required to use a European accent from time to time, is cast as an incognito American immigration officer who was sent to the Caribbean island to uncover a ring engaged in smuggling unwanted foreigners into America by airplane.

An adventure film whose outdoor scenes were shot for the most part in the streets of Havana, this Samuel Marx production, directed by Joseph H. Lewis, appears to have satisfactory box-office possibilities by virtue of the star names it offers. It was made with the technical advice and aid of Assistant Commissioner Raymond F. Farrell and Investigator Cecil W. Fullilove of the U. S. Immigration and Naturalization Service.

Howard Dimsdale's screenplay, from a story by Lawrence Taylor, which Cyril Hume adapted, pits Hodiak against George Macready, sinister leader of the Cuban operation that has been defying the U. S. immigration laws. As Hodiak, posing as a Hungarian, is about to get evidence that would lead to Macready's capture, the latter's henchmen hit upon information that discloses Hodiak's true identity. Meanwhile, romance blossoms between the American and Miss Lamarr, to Macready's chagrin since he already has fallen in love with the girl he has arranged to include in the next illegal flight to the U. S. Macready joins Miss Lamarr and others in the plane which is sighted by a Navy plane aided by radio relay directions.

The fugitive plane crashes in Florida, and the passengers scatter, but after a picturesque chase through swamplands, Hodiak catches up with Macready and Miss Lamarr. The game is up for Macready and the future looks bright for the immigration officer and the girl. Others in the large cast are James Craig, Steven Geray, Bruce Cowling, Nedrick Young and Steven Hill.

Running time, 84 minutes. General audience classification. August release.

CHARLES L. FRANKE

"Abbott and Costello in the Foreign Legion"

(*Universal-International*)

BUD ABBOTT and Lou Costello play a pair of seedy wrestling promoters who wind up in the French Foreign Legion in Algeria. The Legion is not too happy about this scandalous fact but fans of "A and C" will be, for the comedians, in their own fashion, are in good form. The locale is different, but the format is pretty much the same as before.

The action is fast and the laughs are plenty, but none, of course, of the subtle variety. Others in the cast are Walter Slezak as a traitorous sergeant and Patricia Medina as a lovely damsel who gets involved in the sense and nonsense. Filling out the footage are humorous wrestling sequences and cavorting slave girls in silken costumes. In those situations which always respond to Abbott and Costello the picture should make an especially good mark for itself.

Abbott and Costello find themselves heading for Algeria in order to bring back to the States a wrestler who walked out of the grunt and groan business. Once in that exotic land the boys run into some local skullduggery and find themselves the targets of a band of assassins. To make matters worse, they are duped into joining the Legion. Boot camp training and other army ordeals are exploited to the full for gags in the screenplay by John Grant, Martin Ragaway and Leonard Stern. As the story proceeds, a plot is brewed by renegade Arabs to vanquish the Legionnaires. The comedians happen upon this information and in their clumsy way set in motion a series of events which eventually bring retribution to the culprits and honors to themselves.

Robert Arthur produced and Charles Lamont directed.

Running time, 79½ minutes. General audience classification. Set for August release.

MANDEL HERBSTMAN

Pledge Industry Aid

(*Continued from page* 1)

made on his recent return from Europe to the effect that Russian propaganda was getting across everywhere, while American truth wasn't.

In a telegram to Benton, Goldwyn today repeated his belief that the U. S. should spend at least $1,000,000 to get the American story told abroad.

"You suggest that I produce a documentary film on the Korean situation," he told the Senator. "I am sure that every member of our film industry—as in the past—will be ready to serve our country in any way possible."

Benton noted that the film industry "had made a most notable contribution in the last war and Goldwyn's telegram shows again the industry is prepared to put its shoulder to the wheel in the dangerous and difficult crisis we now face. I urge the State Department take leadership at once in following up on Goldwyn's suggestion and give the motion picture industry a chance to serve the country as he outlined."

COMPO Membership

(*Continued from page* 1)

aid to COMPO in its public relations program for the industry and also ways and means whereby industry members might contribute their fair share of financial support to COMPO, it was said.

Ned E. Depinet, COMPO president, and Francis S. Harmon, secretary, sat in at the membership group's session along with O'Donnell and members Lachman, Robbins, Lewis, Ellis Arnall and Samuel Rinzler. William Brandt, Albert S. Rogell and Elmer C. Rhoden, also on the committee, were unable to attend.

At Four-billion Mark

HOLLYWOOD, July 12.—Technicolor president Herbert T. Kalmus has announced that production of Technicolor footage has passed the two-billion mark. The first billion was produced in the 13-year period ending 1946, the second billion in the four-year period since, he said.

Halt Tax Bill

(*Continued from page* 1)

the present Congress probably would not be in session by the time it did get better and the Administration, not too happy anyway about the excise cuts voted in the House bill, would not be in any hurry to call Congress back to pass the tax bill.

Despite the pessimistic reports from Capitol Hill, COMPO tax committee chairman Abram F. Myers refused to abandon all hope.

"Ever since the first news from Korea, I have been sensitive to the impact that situation might have on the tax bill," he declared. "My position then was the same as Senator George's—the situation is not thoroughly clarified, and until that time, I will still have hope. Just as the Korean situation came out of the blue so might some solution come suddenly. I will not write off the tax bill until Congress adjourns or until there is some authoritative statement that there will be no further action on the bill," Myers said.

George Acts for Delay

Neither the Treasury Department nor Senator George would confirm the Administration's request, but from statements of other key Congressmen and from the developments later in the day there was no doubt the Administration had made the request and George had agreed.

George himself announced that instead of beginning executive sessions on the tax bill immediately after the end of hearings tomorrow, as originally planned, the Finance Committee would put off any further meetings on taxes until the hearings were printed, which will take several days, and until Social Security conferences are completed. Presumably, after that time, George will find other excuses for not calling his committee together to vote on the tax bill.

The Treasury request was also made to House Ways and Means Committee Chairman Doughton. However, the main attention was focused on George, since the tax bill is now in the Senate.

See Veto Certain

Even should the Senators decide to go ahead with the tax bill now, the Treasury's stand today makes a veto virtually certain, unless the world situation has improved.

If the international situation continues to worsen, it is likely the Administration will make some request for higher taxes.

Pickford 'Regrets' UA Deal Secrecy

Hollywood, July 12. — Several United Artists producers reported receiving telephone calls this afternoon from Mary Pickford expressing her regret that she had not been free to advise them in advance of today's developments in control of the comp[illegible].

The majority of UA's producers expressed the opinion that the new development can be substantially beneficial if new money made available to the company is utilized to insure the production of a steady flow of high grade pictures.

McNutt Heads

(*Continued from page* 1)

the amount paid for the Chaplin-Pickford holdings.

Frank L. McNamee of Philadelphia, who was deputy commissioner of the WMC under McNutt, becomes president of UA. Miss Pickford will serve as vice-president and Kravetz, a Los Angeles attorney is secretary, according to details of the reorganization announced by McNutt today. Chaplin was offered a position similar to Miss Pickford's but declined "due to other interests," it was said.

McNutt will be chairman of the board, and has been designated trustee for the unidentified new stockholders.

Kravetz said he had been working 10 months on the deal which was finalized last night by McNutt, who had arrived here Sunday morning, met privately with Chaplin and Miss Pickford Sunday, Monday and Tuesday, and flew to Chicago Tuesday night, where he boarded a train for New York. He released his statement to the Eastern press from aboard the train.

Kravetz said the McNutt syndicate is composed entirely of "Wall Street friends of McNutt," with no Los Angeles people included, and that "the syndicate represents unlimited backing for UA."

Kravetz, who described the McNutt negotiations as "the industry's best kept secret" declined to state whether the new regime intends to alter UA policy to undertake its own production, or to answer other questions regarding future operations, stating that McNutt is the only person authorized to discuss policy matters.

Vitalis Chalif and Arthur W. Kelly, here as representatives of the board of directors to negotiate a sale of 60 per cent of the company stock, held by the UA treasury, had only last week conferred with Chaplin and Miss Pickford regarding terms offered by Joseph Justman and Harry Popkin.

In turn, Miss Pickford and Chaplin are said to have come up with their own plan and closed with McNutt without advising Chalif and Kelly, who are here, or the UA management and other board members in New York.

Gradwell L. Sears, UA president until last night, was not mentioned in McNutt's announcement. Sears is convalescing from a recent heart attack in New York Hospital. He holds a very favorable employment contract with UA which runs to the end of 1951, and the conjecture here is that the new management, rather than buy it up, would prefer to keep Sears as head of distribution, particularly in view of the fact that the new management does not include a recognized executive distribution figure.

There was no indication what new money may have been put into the company. Miss Pickford and Chaplin privately have valued their individual stock holdings in the company at $2,000,000 or more, recently.

Presumably, an entirely new board of directors, has been named, replacing not only Sears, Kelly and Chalif, but also Charles Schwartz, Peter Cusack, Harold Weill and Herbert Jacoby.

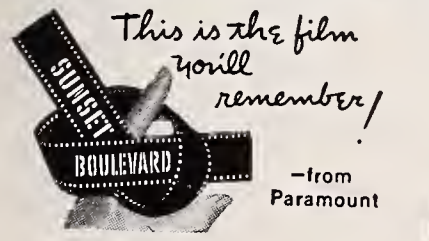
McNutt, a former governor of Indiana and High Commissioner for the Philippines, had one brief association with the industry as special counsel for the Motion Picture Association of America during the Washington hearings before the House Un-American Activities Committee on alleged communism in Hollywood several years ago. He has since been practicing law in New York.

McNamee has been identified with the industry for the past 30 years in various field sales posts with Universal and RKO. He was Washington and Philadelphia branch manager for the latter in the 1930's and latterly was a partner in Jay Emanuel Theatres in Pennsylvania.

Kelly had been executive vice-president of UA; Lloyd Wright, secretary, and Harry Muller, treasurer. There was no indication in McNutt's announcement whether they remain with the company or not.

The UA home office first learned of the change when reporters called New York executives seeking amplification of McNutt's statement. Chalif and Kelly, in turn, learned of it here when the home office called them.

With UA in continuing financial difficulties, the board some two months ago proposed the sale of the 60 per cent controlling stock interest held in the treasury to provide cash, and immediately opened negotiations on several fronts. When Chalif and Kelly put the proposals to Miss Pickford and Chaplin here, all were rejected.



W.B. Sales Meet Opens

(*Continued from page* 1)

H. M. Warner

Jack L. Warner

Albert Warner

Ben Kalmenson

Samuel Schneider

Mort Blumenstock

continue through Saturday.

In attendance will be Harry M., Jack L. and Major Albert Warner and the following executives: Kalmenson; Samuel Schneider, vice-president; Mort Blumenstock, vice-president in charge of advertising and publicity; Roy Haines, Western division sales manager; Jules Lapidus, Eastern and Canadian division sales manager; John Kirby, Southern division sales manager; Norman H. Moray, short subject general sales manager; Ed Hinchy, head of the playdate department; I. F. Dolid; Bernard R. Goodman, supervisor of exchanges, R. A. McGuire, auditor of exchanges, Wolfe Cohen, Warner International president, and Howard Levinson, attorney.

District managers attending are Norman J. Ayers, Eastern district manager with headquarters in New York; Robert Smeltzer, Mid-Atlantic, with headquarters in Washington, D. C.; F. D. Moore, Central, headquarters in Pittsburgh; Hall Walsh, Prairie, headquarters in St. Louis; W. O. Williamson, Jr., Southeastern, headquarters in Atlanta; Doak Roberts, Southwestern, headquarters in Dallas; Henry M. Herbel, West Coast, headquarters in Los Angeles, and Haskell M. Masters, Canada.

Studio executives attending include Steve Trilling, Walter McEwen, William Orr and Alex Evelove.

Wynn to NBC; Seeks Others

Continuing its counter raids on talent of other networks, National Broadcasting has signed Ed Wynn to a radio-television contract, having lured the veteran comedian from Columbia Broadcasting.

The Wynn pact follows by a week announcement by NBC that Fred Allen and Eddie Cantor, in addition to two other top names yet to be set, will start a one-hour video series on an alternating basis over NBC on Sunday evenings in the fall. Kate Smith also was signed for NBC Television recently.

Wynn will do a series of 11 telecasts during the 1950-'51 season, probably at a frequency of one a month. There is a possibility he may join Allen and Cantor as one of the rotating headliners on the new Sunday evening series.

ABPC Report

(*Continued from page* 1)

rebate-film subsidy plan of the government as affording some measure of relief, but as nothing like a satisfactory solution of the problem. During the fiscal year, 11 features were produced by ABPC and four by independent producers.

As reported in MOTION PICTURE DAILY on June 30, ABPC's profit for the past fiscal year increased to $1,522,141. Reports to date for the current year reveal earnings approximating those for the corresponding period last year.

Additional financial information revealed today shows ABPC to be in sound financial position, as of the end of its fiscal year, March 31 last. Total assets amounted to £21,763,184, including fixed assets of £19,155,484, and film productions and other rights in the amount of £618,570.

While revenue from exhibition and distribution decreased compared with the previous year, the drop was more than offset by the reduction of losses from production last year, compared with the year preceding.

The company grossed £18,722,253 pounds last year, on which it paid an entertainment tax of £6,891,835, compared with a gross of £19,675,739 the previous year and a tax of £7,376,944. Operating profit was £2,205,624 last year, compared with £2,038,762 the preceding year.

Coast Speculates

(*Continued from page* 1)

sumably qualified to discuss the startling developments in United Artists last night were inclined to doubt that Charles Chaplin and Mary Pickford had sold their controlling interest in the company.

These sources were prone to accept the view that the interests represented by Paul V. McNutt had purchased the 4,000 shares of treasury-held stock formerly owned by David O. Selznick; that Chaplin and Miss Pickford perhaps had agreed to place their stock in escrow, making it available for purchase on an unknown but definite date by the McNutt group at a price to be mutually determined.)

"When EXHIBITORS do the TALKING ...that's what I Like!

"A great many exhibitors who have screened our new family comedy LOUISA have been saying these fine things about it:

...that it is the kind of picture the industry always needs more of, and never gets enough of.

...that it is rollicking, yet substantial entertainment, with a genuinely fresh and heart-warming idea to it.

...that it has the same family appeal as THE EGG AND I.

I suggest every operator, booker and buyer screen LOUISA and form their own opinion of the picture before booking it into any theatre. I want them to see for themselves how much the picture holds in entertainment appeal and audience potential."

W. A. SCULLY
Universal-International Pictures

Louisa U-I

Another Top Comedy from

Keep punching until that movie tax is killed!

WORLD PREMIERE...Chicago Theatre, Chicago, August 11

FILE COPY
NOT TO REMOVE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68, NO. 9 NEW YORK, U. S. A., FRIDAY, JULY 14, 1950 TEN CENTS

Sales Heads of WB at Start of New Program

J. L. Warner Details 45 Films in Release or Work

HOLLYWOOD, July 13.—A new production program of Warner Brothers, embracing at least half-a-dozen key features was launched here today under the eyes of company sales executives from the home office in New York and from all over the U. S. They are here for a three-day "See for Yourself" product preview and for a sales meeting at the Hotel Ambassador, with distribution vice-president Ben Kalmenson presiding and Harry M., Jack L. and Major Albert Warner attending.

"This is an eyewitness meeting," Jack Warner told the executives, "not the kind of meeting which consists of talk and slogans. You men were invited here to witness personally the results of the production program just completed at our studios and to be present at

(*Continued on page 6*)

ELC's First 4 Weeks' Profit Up Sharply

Consolidated physical operations of Eagle Lion and Film Classics, despite inability to formally consummate the merger of the two, have shown a profit of nearly $30,000 weekly for the first four weeks ended Wednesday, it was learned here yesterday.

Gross billings have averaged well over $300,000 weekly since consolidated physical operations began on June 12. Eagle Lion Classics' share averages around 30 per cent, and operating overhead runs slightly in excess of $65,000 weekly.

An augmented product supply from

(*Continued on page 2*)

Blumberg Cited for Anglo-U.S. Efforts

N. J. Blumberg, president of Universal, was cited by J. Arthur Rank and John Davis for his contributions towards strengthening Anglo-American film relations, at a luncheon in London yesterday, according to a cable received at the U-I office here. The luncheon was attended by top

(*Continued on page 2*)

Loew's Net for 40 Weeks Up To $6,019,441

Loew's, Inc., reports, subject to year-end audit and adjustments, net income of $6,019,441 for the 40 weeks ended June 8, 1950, after depreciation, taxes and other charges, equivalent to $1.17 per share of common stock outstanding. Included in the current year's earnings was $808,020 profit after taxes on sale of capital assets.

The $6,019,441 profit compares with net income of $5,160,773 (including $368,613 net undistributed earnings of partly owned subsiidaries), equivalent to $1 per share, for the corresponding period last year.

Gross sales and operating revenues for the 40 weeks were $135,007,000, compared with

(*Continued on page 6*)

Michalson to Give Full Time to Pathe

Harry J. Michalson has relinquished his post as short subjects sales manager of RKO Radio because of the demanding nature of his duties as president of RKO Pathe, in which post he will continue, the company announced yesterday.

Under Michalson's presidency, RKO Pathe, which is a subsidiary of RKO Corp., recently extended its production activities into the feature field with the recent release of "The Tattooed Stranger." He has been with RKO and its predecessor company for the past 30 years.

FULL UA CONTROL TO McNUTT GROUP

Wilson Affirms Tues. As Date for Talks

London, July 13.—Harold Wilson has confirmed next Tuesday as the day for the start of new negotiations here on the Anglo-U. S. film remittance pact. Pressure of Parliamentary business had prevented the Board of Trade president from confirming earlier the date suggested by the American negotiators, Eric Johnston and Ellis Arnall.

4,000 Shares Acquired, 7,200 Optional, McNamee Says; Take Over Monday

By GENE ARNEEL

The Paul V. McNutt—Frank L. McNamee group which will take over management of United Artists on Monday has acquired outright one unit of 4,000 shares of the company's treasury stock and holds an option on 7,200 shares of the 8,000 owned by Mary Pickford and Charles Chaplin.

This clarification was made yesterday by McNamee, new president of UA, on his return East from Hollywood. McNutt, UA board chairman, and trustee for the principals, returned to New York yesterday. The two are scheduled to meet with their principals here today and will take over their UA offices on Monday.

Both declined to identify the principals who have acquired control of UA and would not disclose the amount of cash involved in the deal. However, reports throughout the industry are that they paid $500,000 in cash for current operations into the UA treasury for the 4,000-share unit, and that their option on the 90 per cent of the

(*Continued on page 6*)

Final Talks Here Today on UK Pact

Board of directors of the Motion Picture Association of America will meet here today for final discussion of a trade pact with the British prior to Eric A. Johnston's departure for London to resume negotiations with Harold Wilson, president of the British Board of Trade.

While specific counter proposals to the British offer are not likely to be drawn, it is known that the board is opposed to any deal where the amount of remittances of U. S. earnings in Britain is predicated upon the amount of U. S. investment in British production.

Johnston is scheduled to leave here on Sunday by plane, accompanied by Joyce O'Hara, his assistant.

Kelly Is Reported Leaving U.A. Post

Withdrawal of Arthur W. Kelly from United Artists as a result of the reorganization of the corporation was reported in company circles here yesterday. Kelly could not be reached for comment.

As executive vice-president, Kelly had full autonomy in managing foreign affairs of UA. His contract will expire at the end of next month.

Treasury Commends Film Industry for Bond Sale Aid

Commendation from the U. S. Treasury Department for the manner in which all elements of the motion picture industry cooperated during the recent "Independence Savings Bond Drive," was received yesterday by New England circuit operator by Sam Pinanski, industry chairman for that national effort.

In a message accompanying the commendation, Secretary of the Treasury John W. Snyder, and Vernon Clark, director of the Treasury's savings bond division wrote Pinanski: "We wish to convey to you and to

(*Continued on page 2*)

Lesser Gets 4 Japan Film Import Licenses

Distribution contracts and import licenses for four Sol Lesser productions in Japan have been secured, Seymour Poe, representative of Lesser here, reported yesterday.

The distribution deal was made with the Shochiku company, which owns a 60-theatre circuit, one of the largest in Japan.

The arrangement is the third to be announced by an independent producer this week for Japanese distribution.

COMPO Unit Votes For Local Chairmen

Committee on organization of the Council of Motion Picture Organizations at a meeting here yesterday unanimously adopted a resolution calling for a COMPO committee in each local area and area chairman.

The resolution states: "In each local area a committee representing

(*Continued on page 2*)

Personal Mention

DAVID A. LIPTON, Universal-International advertising-publicity director, will arrive here today from the Coast.

•

SPYROS P. SKOURAS, 20th Century-Fox president, and MAURICE SILVERSTONE, 20th-Fox International president, were due here late yesterday by plane from the Coast. AL LICHTMAN, sales executive, left Hollywood last night for New York.

•

BARNETT SHAPIRO, Monogram Coast attorney, left Hollywood yesterday for New York.

•

CHARLES LEVY, Walt Disney Productions Eastern publicity representative, left here yesterday for Boston.

Claim Top Grosses For 'Winchester'

Universal-International's "Winchester '73," which opened simultaneously in almost 500 key and sub-key situations from Coast-to-Coast on Wednesday, had the biggest opening day grosses in many of these houses of any U-I film this year, according to the company.

At the RKO Grand in Chicago, "Winchester '73" topped all U-I films to play the house this year, it was said.

It grossed $3,527 at the house. It was learned that other opening day grosses were as follows:

Orpheum, New Orleans, $3,181; Uptown, Tower, Fairway, Kansas City, $4,300; Keith's Memorial, Boston, $4,146; Indiana, Indianapolis, $2,772; Orpheum, Seattle, $2,147; Keith's Baltimore, $1,841; Paramount, Syracuse, $2,273; Stanley, Philadelphia, $4,686; Lincoln, Trenton, $1,846; Lafayette, Buffalo, $2,687; Senate, Harrisburg, $1,699.

Quits Post with Schine

GLOVERSVILLE, N. Y., July 13.—Sy Freedman has resigned as assistant to Seymour Morris, director of advertising for Schine Theatres, effective July 21.

Commends Industry

(*Continued from page* 1)

the motion picture industry our appreciation for your splendid efforts in the Independence Bond Drive. As in the past, all elements of the industry gave the program generous support. Participation of exhibitors in local exploitation programs was of greatest assistance throughout the drive. We want you to know that we are deeply grateful to you and members of the Industry Bond Committee for all the time and work you put into the job."

COMPO Unit Votes

(*Continued from page* 1)

each of the organizations belonging to COMPO shall select a COMPO area chairman who will corordinate and channel all matters pertaining to COMPO to the member organizations in that area.

Tax Hearings End; Little Chance of Other Increases

WASHINGTON, July 13.—The Senate Finance Committee today finished its tax hearings and formally shelved the excise-cutting tax bill.

Though the chances for tax cuts this year are down practically to zero, industry officials can at least find comfort in the fact that the chances for tax boosts this session are not much better. Finance Committee Chairman George said the Administration had not yet indicated any desire for a tax increase bill, and that in any event, he would oppose any such increase now. "There's plenty of time to increase taxes in January, if more revenue is needed," he declared.

Senators Byrd, Millikin and other key members of the Finance Committee indicated they agreed with George in his opposition to tax boosts during this session.

NSS Managers End Meetings Here Today

National Screen Service branch managers will conclude a week's session of home office conferences today with a tour through NSS's silk screen plant, American Display Co. facilities and a similar orientation in the workings of the facilities of Litho-Poster Corp. of America.

The sessions were the first of three scheduled meetings of managers for general business discussions with Herman Robbins, president; George Dembow, sales vice-president; and William Brenner, operations vice-president.

Similar meetings for additional groups are set here for the weeks of August 14 and 21. Managers attending this week's sessions included Harold Bennett, New York; Stanley Goldberg, Philadelphia; Harry Kirchgessner, Boston; Jack Goldstein, Buffalo; Perry Nathan, Pittsburgh; Nat Barach, Cleveland; Leo Abrams, North East division; and Ralph Wilshin of the Hollywood studio.

ELC's Profit

(*Continued from page* 1)

the consolidation, together with ELC's current substantial grossers, "Destination Moon" and "The Jackie Robinson Story," promise an extension of the profitable results. Company officials regard "Destination Moon" as a contender for one of the top-grossing positions of the year. The past week was one of the biggest for the company in many months.

Blumberg Cited

(*Continued from page* 1)

executives of the J. Arthur Rank Organization.

Blumberg asserted that distribution and production companies in the U. S. lost substantial sums last year.

Speaking of Universal's present operations as being in the black instead of in the red, Blumberg emphasized that this transition was greatly due to "our own extra hard work" and to the help rendered generally by members of the J. Arthur Rank Organization.

"The 20-year partnership existing between Universal and the Rank Organization is dominated not by the letter of the contract but by the spirit of our mutual understanding."

Norman Rydge, head of Greater Union Theatres of Australia, and Alfred E. Daff, executive vice president of Universal-International, were also honored at the luncheon.

NEWS in Brief . . .

TWENTIETH Century-Fox's "Broken Arrow" is the first film "to seriously attempt to portray American Indians both realistically and sympathetically," Dr. Edward C. Lindeman, Association on American Indian Affairs vice-president and Columbia University professor, told 500 prominent New Yorkers attending a private preview of the pict[illegible]t the Museum of Modern Art[illegible] last night.

•

WASHINGTON, July 13.—President Truman today asked Congress for an additional $89,000,000 to expand the State Department's overseas information activities, including its motion picture program.

•

CHICAGO, July 13.—Jack Kirsch, Illinois Allied head, has scheduled a meeting for Allied members next week at which will be determined Illinois Allied's position and attitude on the Jackson Park Decree.

•

Blaskey Resigns As Warner Film Buyer

Samuel Blaskey has resigned as film buyer for the 50 Warner Brothers Theatres in Northern New Jersey. He had been with the Warner-Stanley interests for the past 30 years. Blaskey's successor has not yet been named.

Columbia Sets Dividend

Columbia Pictures' board of directors has declared a quarterly dividend of $1.06¼ per share on $4.25 cumulative preferred stock, payable on Aug. 15 to stockholders of record on Aug. 1, 1950.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE NEXT VOICE YOU HEAR..."
JAMES WHITMORE - NANCY DAVIS
A Metro-Goldwyn-Mayer Picture
•
THE MUSIC HALL'S GALA TWO-PART HOLIDAY STAGE SHOW

THE EAGLE AND THE HAWK
A Paramount Picture starring
JOHN PAYNE · RHONDA FLEMING · DENNIS O'KEEFE
Color by TECHNICOLOR
In Person PEGGY LEE with DAVE BARBOUR AND HIS QUARTET
BILL DARNEL
Cy Reeves · Martin Brothers
Extra HERBIE FIELDS and His Orch
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

"WHERE THE SIDEWALK ENDS"
Starring
DANA ANDREWS · GENE TIERNEY
— In Person —
VIVIAN BLAINE
Carol Lynne
Roxy 7th Ave. & 50th St.
MOVIES ARE BETTER THAN EVER!

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'An irresistible entertainment! The screen as it was always meant to be used!' N. Y. HERALD-TRIB.

'Lancaster is magnificent! He slashes, dashes, thrashes, clashes and smashes with breathtaking excitement!' N. Y. MIRROR

'Not since Douglas Fairbanks, Sr. has the screen had such a man as Burt Lancaster!' N. Y. TIMES

WE'RE HIGH

Daily
S. R. O.
1st week
N. Y. Strand!

Flash! Ditto
Newark,
Atlantic City,
Asbury Park

BURT
LANCASTER

VIRGINIA
MAYO

THE
FLAME
AND THE
ARROW

COLOR BY
TECHNICOLOR

CTED BY
OUES TOURNEUR WRITTEN BY WALDO SALT • NORMA F.P. Distributed by WARNER BROS.

PRODUCED BY
HAROLD HECHT & FRANK ROSS

FROM WARNER BROS.

...another BIG RO

OUTDOOR

from dependable

"Sure to appeal to vast audience"

DAILY VARIETY DAILY

The Savage Ho

starring

WILLIAM ELLIOTT · ADRIAN BOOTH

with **GRANT WITHERS · BARBRA FULLER · NOAH BEERY · JIM DAVIS**

and **BOB STEELE · DOUGLASS DUMBRILLE** · Screen Play by Kenneth Gamet

Story by Thames Williamson and Gerald Geraghty · Associate Producer and Director **JOSEPH KANE**

A REPUBLIC PICTURE

Republic Pictures Corporation
Herbert J. Yates, President

MANTIC DRAMA

Republic!

"There's nothing wrong with this business that hard work and showmanship can't cure."

Herbert J. Yates

WB Meet

(Continued from page 1)

the launching of a new and even more extensive production schedule.

In all, he detailed 45 features either already in early release, finished and awaiting release or in preparation.

"We are at the middle point of the 20th century," Warner continued. "Over the years, few men in sales have been able to contribute as much in selling as you have. You have helped to make the name of Warner Brothers something to be proud of in entertainment and public service. We have had a wonderful number of notable successes—and some disappointments, too.

'Best Entertainment Values'

"As we look ahead, I say we have never had a better focus on the elements that make for top box-office returns. The program that you see in operation here at our studios will give the exhibitor and the public the best entertainment values you or anybody else has ever sold.

"Right now we are distributing 'The Flame and the Arrow', Norma-FR production, in which Burt Lancaster and Virginia Mayo star, in Technicolor; 'The Great Jewel Robber,' starring David Brian, and '50 Years Before Your Eyes', the story of the last half century. James Cagney will be seen in Cagney Productions' 'Kiss Tomorrow Goodbye', with Barbara Payton and Helena Carter. Ruth Roman, Patricia Neal, Eleanor Parker and Frank Lovejoy star in 'Three Secrets', U. S. Pictures production, which we will release in the near future," disclosed Warner. Other pictures which he cited follow:

Tennessee Williams' play, "The Glass Menagerie," starring Jane Wyman, Kirk Douglas, Gertrude Lawrence and Arthur Kennedy. Williams' "Street Car Named Desire," with Vivien Leigh and Marlon Brando. Both are Charles K. Feldman Group Productions.

Technicolor Musical

Doris Day, Gordon MacRae, Eve Arden, Gene Nelson, Patrice Wymore, Billy de Wolfe, Virginia Gibson and S. Z. Sakall are in "Tea for Two," musical in Technicolor; "Pretty Baby," starring Dennis Morgan, Betsy Drake, Edmund Gwenn and Zachcary Scott; "Rocky Mountain," starring Errol Flynn.

"The Breaking Point," by Ernest Hemingway, starring John Garfield, Patricia Neal, Juano Hernandez, Phyllis Thaxter and Wally Ford; "The Big Stick-Up," with Steve Cochran, Edmon Ryan, Virginia Grey and Gaby Andre; James Cagney in "The West Point Story," Virginia Mayo, Gordon MacRae, Doris Day and Gene Nelson; "Dallas," in Technicolor, starring Gary Cooper, Ruth Roman, Steve Cochran and Raymond Massey; "Breakthrough," with David Brian, John Agar and Frank Lovejoy; "Captain Horatio Hornblower," by C. S. Forester, in Technicolor, starring Gregory Peck and Virginia Mayo; "Storm Warning," starring Ginger Rogers, Doris Day, Ronald Reagan and Steve Cochran; "Sugarfoot," in Technicolor, starring Randolph Scott.

Also, "Goodbye My Fancy," Broadway play, starring Joan Crawford and Frank Lovejoy; "Strangers on a Train," in the Alfred Hitchcock style; "Lightning Strikes Twice," starring Ruth Roman, Richard Todd, Mercedes McCambridge and Zachary Scott; "The Enforcer," a U. S. Pictures production starring Humphrey Bogart; "Painting the Clouds with Sunshine," a Technicolor musical; "Haircut," Ring Lardner story, to star Jane Wyman; "Working Our Way Through College," Technicolor musical; "Operation Pacific," starring John Wayne.

Also, "The Big Trees," in Technicolor; "Raton Pass," starring Dennis Morgan, Patricia Neal, Steve Cochran and Scott Forbes; "The Story of Folsom," the first time this prison has been filmed; "Jim Thorpe, All American," starring Burt Lancaster and Charles Bickford; "The Travelers," starring Kirk Dougals and Ruth Roman; "The Story of the Immortal Will Rogers," in Technicolor; "Only the Valiant," a Cagney Production starring Gregory Peck.

Many in Preparation

"These are only a few of the pictures on the active list at Warner studios," said Warner. "The schedule currently in preparation is the most extensive in the history of the company," he continued, listing:

"The Annapolis Story"; "Broadway Revisited," Joan Crawford musical; "The Candy Kid," in Technicolor, starring Randolph Scott; "Come Fill the Cup," novel by Harlan Ware; "The Fighting Marine," based on the exploits of Peter Ortiz; "The Four Chaplains," based on Dr. Daniel Poling's "Your Daddy Did Not Die"; "Mara Maru," by Philip Yordan, Sydney Harmon and Hollister Noble; "Just Off Broadway," Technicolor musical starring June Haver and Gene Nelson; "Rear Guard," James Warner Bellah novel, starring Gary Cooper; "Room for One More," novel by Anna Perrott Rose; "Serenade," James M. Cain novel, with Dennis Morgan and Ruth Roman starred.

"And, for the benefit of irresponsible gossips, I want to say that the only screens which will carry Warner Bros. productions will be the screens of motion picture theatres of the world over," concluded Warner, apparently answering rumors that the company intended to enter television production.

Film Firm Dividends Continue Downward

Washington, July 13.—Publicly-reported cash dividends of motion picture companies totaled $190,000 in May, compared with $215,000 in May a year ago, the Commerce Department reported today. Dividends in every 1950 month except April have been below the figures for the comparable 1949 month.

Full UA Control Sold

(Continued from page 1)

units held by Miss Pickford and Chaplin is for two years and involves an additional $3,500,000.

McNamee denied published reports that James P. and William Clark, owners of National Film Carriers and National Film Service, of Philadelphia, are participants in the deal in any way, financial or otherwise. McNamee's long friendship with the Clark brothers is believed to have given rise to the reports.

Substantiating his denial is word from Hollywood that the deal had been in work for 10 months with Max Kravetz, Los Angeles attorney and new secretary of UA, and McNutt as the prime movers, with McNamee having been called in only last weekend after all preliminaries had been completed. According to associates of McNamee's, he had no knowledge that he was to be president of UA until he was called to Los Angeles last Saturday by McNutt, with whom he was closely associated in the War Manpower Commission in the last war.

McNutt is credited with having arranged the financing among New York financiers of his acquaintance.

However, it is considered wholly likely that the Clarks' National Film Service may be utilized by the new UA management for physical handling of the company's films, not only because of the close association between the Clarks and McNamee but also because the service is regarded as economical by those companies already using it. Operating economies may well fit in with the new management's plans, wherever they are deemed possible.

McNamee said yesterday the new group will have either five or seven directors on a board which will have either seven or nine members. Miss Pickford and Chaplin will be entitled to name one director each.

McNutt will not give up his law practice here, but plans to devote as much time to UA as may be required of him. Influencing acceptance of his proposal is believed to be Miss Pickford's long held and often expressed desire to have a "national figure" at the head of UA. Retention of 10 per cent of their stock by Miss Pickford and Chaplain is said to have been at McNutt's urging. He is represented as feeling that the continued association of their names with the company is desirable and urged both to accept a vice-presidency. Miss Pickford did. Chaplin declined.

McNamee said few final decisions or plans concerning company policy for the future or disposition of executive personnel have been made yet and must await the outcome of today's and subsequent meetings. However, he said company operations will remain about the same for the present but that it is "very likely" the company will set up a revolving fund to finance producers releasing through the company. It is "possible but not definite" that UA will participate in production itself, he said:

McNamee said no decision has been made as to whether Gradwell L. Sears will continue as vice-president of distribution, the post called for in his employment contract which runs through 1951. He said he has not seen Sears' contract yet. Associates of Sears' said he is prepared to fulfill the contract.

McNamee said no decision has been made on the sale of the remaining 8,000 shares of treasury stock but remarked that that was possible, depending on the type of program worked out for the company.

Loew's Profit Up

(Continued from page 1)

$137,542,000 for the correspondperiod in the preceding year.

For the 12 weeks ended June 8, 1950, net income after depreciation, taxes and other charges was $1,032,478, equivalent to 20 cents per share, compared with $1,043,656, also equivalent to 20 cents per share for the corresponding period last year when the company's share of undistributed earnings of partly-owned subsidiaries amounted to $120,450. Gross sales and operating revenues for the 12 weeks totalled $39,389,000 compared with $43,427,000 in the corresponding period a year earlier.

The reserve for Federal taxes amounted to $3,496,632 for the 40 1950 weeks, compared with $3,480,000 in 1949.

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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 10 NEW YORK, U.S.A., MONDAY, JULY 17, 1950 TEN CENTS

Says TV Will Not Change Warner Policy

Too Many Obsessed with Fears, Say Firm's Heads

Los Angeles, July 16.—In a joint statement delivered yesterday at the closing session of a three-day meeting of company sales executives, which made it clear that Warner Brothers does not contemplate a policy change to produce for television, Harry M. Warner, president, and Major Albert, vice-president, chided those who are "obsessed with fears and worries" over television "or any other medium."

"So many people today are obsessed with worries and fears. We at Warners have no obsession except that of making and marketing the best pictures we know how. We have no obsession that television or any other medium is going to swerve us off the path of continuing to make the finest pic-

(*Continued on page 4*)

5 Theatres Named in Percentage Actions

Cleveland, July 16.—Separate percentage suits were filed in U. S. District Court here by Warner, 20th Century-Fox, Paramount and Loew's. Frank Cross, as well as several theatre operating corporations, were named defendants in each complaint.

The theatres involved are the Stillwell and Bedford in Bedford; Grand and Broadvue in Cleveland, and the Maple Heights in Maple Heights. Recovery is sought in each suit for dam-

(*Continued on page 4*)

Dickinson Trust Suits Are Settled

Kansas City, July 16—Suits for damages against major distribution companies filed several years ago by Dickinson Theatres were dismissed as a consequence of a settlement under which four Dickinson theatres in Kansas get 28-day clearance spots against the previous 56 and 114 days. Some cash is understood to have been involved in the settlement also.

McNutt, McNamee in First Meet with UA Executives

Fears of any sweeping personnel changes at United Artists as a result of the corporate control shift to the Paul V. McNutt-Frank L. McNamee group reportedly were allayed by McNamee on Friday as he and McNutt had their first meetings with UA department heads at the home office.

McNamee, who actively takes over the presidency this morning, is said to have given assurances in the preliminary sessions that he has no ideas about bringing in new personnel at present. What changes are made will be determined only by the suitability of those presently employed, McNamee reportedly having made no commitments in reference to his own personnel.

As for the top echelon, McNutt and McNamee also called on Gradwell Sears at New York Hospital for their first meeting but whether Sears will continue in charge of distribution as a

(*Continued on page 4*)

MPAA Bars UK Pact If Penalties Stay

Board of directors of the Motion Picture Association of America at a meeting here on Friday made it clear that any penalties on remittances from England contained in a new trade pact with the British would render the pact unacceptable. Otherwise, the directors gave MPAA president Eric A. Johnston, prior to his weekend departure for London, broad powers when the negotiations with the British are resumed at meetings beginning tomorrow.

MPEA Okays Jap Remittance Pact

The new film agreement with Japan, providing for a 25 per cent increase in remittances over the old agreement, was approved by the Motion Picture Export Association board on Friday.

For the nine months from July 1 to March 31 next, nine MPEA member companies will be permitted to remit $1,500,000 out of earnings in Japan under the agreement. The old agreement allowed $1,600,000 for a full year. The pact also provides for the release in Japan of a minimum of 78 features, 78 shorts and 39 newsreels.

The agreement was negotiated with the Japanese government by Irving Maas, MPEA vice-president and general manager, and Charles Mayer, MPEA managing director in Japan.

Harmon Is Liaison With War Agencies

Francis Harmon, vice-president of the Motion Picture Association of America, on Friday was named liaison between the MPAA and all Federal government war agencies in the present Korean crisis, by Eric Johnston, MPAA president.

Harmon was executive vice-chairman and co-ordinator of the War Activities Committee during World War II.

US Presses Action For Restraints on Griffith Theatres

Oklahoma City, July 16.—The Justice Department has again asked the U. S. District Court here to make Theatre Enterprises and Video Independent Theatres parties to any judgment entered in the government's antitrust suit against the Griffith interests.

The request was made in a brief filed over the weekend, replying to a

(*Continued on page 4*)

Test 'Part-O-Show' In Brooklyn Houses

"Part-O-Show," a new plan under which a patron leaving a theatre before the complete show is over would receive a credit toward a future admission, will be tested at two Brooklyn theatres, it was announced here

(*Continued on page 4*)

Beecroft Named to Para. Sales Post

Harold Beecroft has been named special Paramount sales representative by A. W. Schwalberg, president of Paramount Film Distributing Corp. His first assignment will be on "Trio."

Beecroft goes to Paramount from Eagle-Lion, where he had been South-Central division manager until his recent resignation. Before joining Eagle-Lion, he was with 20th Century-Fox, first as special home office representative, then as Milwaukee and Dallas branch manager and finally as assistant Central division manager.

'Boundaries' Censor Test To High Court

Atlanta Ban Upheld By Federal District Court

New Orleans, July 16.—The likelihood of a U. S. Supreme Court ruling in the "Lost Boundaries" case was seen following the decision of the U. S. Circuit Court of Appeals here at the weekend in favor of the Atlanta censor in banning the film.

Louis de Rochemont and Film Classics, producer and distributor, respectively, had appealed from the Atlanta District Court ruling upholding the action of Christine Smith, Atlanta censor, in banning the picture.

Ambrose Doskow of the New York law firm of Samuel I. Rosenman, representing the producer and distributor, declared on Friday that the U. S. Supreme Court would be petitioned to review the case. Should the Supreme Court rule on it, it would mark the first modern case in which the legality of motion picture censorship was

(*Continued on page 4*)

Kramer Named RKO Short Subject Head

Sidney Kramer, heretofore assistant to Harry J. Michalson, has been promoted to short subject sales manager of RKO Radio, by Robert Mochrie, vice-president of domestic distribution. Kramer assumes his new duties immediately, with the relinquishing of this position by Michalson to devote his entire time to the presidency of RKO Pathe.

Kramer has been with RKO for 21 years, going there from college. He

(*Continued on page 4*)

Hays' MPAA Tenure Ends in September

Will H. Hays' official association with the Motion Picture Association of America will terminate on Sept. 20 with the expiration of his five-year contract as special consultant. The date also will mark Eric Johnston's fifth anniversary as MPAA president. He succeeded Hays in the post in 1945.

Hays received $100,000 per year on the five-year pact.

Personal Mention

JAMES R. GRAINGER, Republic sales vice-president, is in Dallas, following visits to Jacksonville, Tampa and New Orleans. He expects to stop in Kansas City and Chicago en route back to New York.

•

SAM ABRAMS, Realart manager at Indianapolis, has left the hospital where he recovered from an automobile accident suffered several weeks ago and is now resting at his home there.

•

WILLIAM B. ZOELLNER, M-G-M short subject and reprint sales head, will leave here today for St. Louis and a tour of Midwest cities.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, will leave here today for Dallas.

•

JOHN JOSEPH, M-G-M publicity manager, will return here today from a vacation on the Coast.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, returned here at the weekend from Boston.

Name Pierce McCoy QP Showman No. 1

Three judges examining campaigns from 50 finalists in the second quarter for the Showmanship Awards, conducted by the Managers' Round Table of *Motion Picture Herald*, agreed on one winner, Pierce E. McCoy, manager of the Miller Theatre, Augusta, Ga., "for his civic activities, for handling big and little pictures, without help from outside."

Runner-up, and ostensibly in the bracket of "small situations," is Pearce Parkhurst, manager of the Lansing Drive-in Theatre, Lansing, Mich.

The three judges were Montague Salmon, managing director of the New York Rivoli Theatre; Martin G. Smith, president of Independent Theatre Owners of Ohio and partner in Smith and Beidler Theatres, Toledo, and Leon Brandt, co-director of advertising and publicity for Eagle Lion Classics in New York.

Seven who are entitled to the Scroll of Honor were: Ivan Ackery, Orpheum Theatre, Vancouver; John Di Benedetto, Loew's Broad, Columbus; Charles Doctor, Capitol, Vancouver; J. P. Harrison, Campus Theatre, Denton, Texas; E. A. Mackenna, Joy Theatre, New Orleans; Jack Matlack, Broadway Theatre, Portland, Ore., Max Mink, Palace Theatre, Cleveland.

Among British contenders, there was a close margin between Miss Lily Watt, manager of the Odeon Theatre, Coatsworth, Scotland, declared the winner, and Harry Pease, manager of the Odeon, West Hartlepool, England.

Tradewise . . .

By SHERWIN KANE

ONE of the most remarkable aspects of the United Artits developments of last week was not so much of the unexpectedness of what happened, as it was the manner in which the stockholders, Mary Pickford and Charles Chaplin, effected it.

They not only refrained from informing their management and board of directors of what they, the owners, were doing, but they permitted those officials to proceed with publicly declared plans for solving United Artists' current fiscal difficulties, the seriousness of which there could be no doubt.

Pursuing their announced intent and purpose, management and directors negotiated in good faith for the sale to Harry Popkin and Joseph Justman of the controlling 60 per cent of UA's stock in the company treasury. The negotiations failed to develop terms which the directors felt they could approve.

Meanwhile, the directors and management were negotiating with others, among them Sam Katz, one of the founders of the Balaban and Katz circuit in Chicago, former head of Paramount theatre operations and more recently a studio vice-president of Loew's, Inc.

The UA board approved the Katz deal and delegated its representatives to take the offer to Miss Pickford and Chaplin in Hollywood for their approval.

In substance, Katz, with Bank of America backing, proposed to pay $1,500,000 cash into the UA treasury for current operations, for which he would obtain the 60 per cent treasury stock. His plan was to put UA into production on its own with Stanley Kramer as vice-president in charge of production.

Katz further proposed to provide a minimum of $2,000,000 additional cash to finance production by a *pro rata* levy on the three stockholders, Miss Pickford, Chaplin and himself. Katz was to be president, Gradwell Sears vice-president in charge of distribution.

That deal, already approved by the board, was put before Miss Pickford and Chaplin and was rejected by them, with the aftermath reported last week.

Any industry executive will agree it was a good deal. As a New York banker expressed it recently, the only thing it lacked was wavy, white hair and a Washington reputation.

Most in the industry are reserving judgment on the deal the UA owners made themselves. Only when the terms become known will a comparison be possible. Moreover, if the new owners succeed in restoring UA to a position of fiscal strength and product stature, they will have earned and without question will command the gratitude and sincere respect of the entire industry, irrespective of the terms of their deal.

Newsreel Parade

THE war in Korea and the All-Star baseball game are contrasting highlights in the current newsreels. Another item shows Jake LaMotta retaining his middleweight crown. Complete contents follow:

MOVIETONE NEWS, No. 57—War in Korea. *U.S.S. Midway* sails for war zone. War supplies for Indo-China. Marines leave for war zone. All-Star baseball game. Boxing.

NEWS OF THE DAY, No. 291—Battle zone films from Korea: "G.I.'s" in fight against heavy odds. All-Star baseball game. Jake LaMotta retains middleweight crown.

PARAMOUNT NEWS, No. 94—All-Star baseball game. Korea: days of battle crisis. LaMotta beats Mitri for middleweight boxing championship.

TELENEWS DIGEST, No. 28-B—"G.I.'s" pray in Korea. Indo-China aid speeded. New York: war spurs enlistments. Holland: pre-fabricated house. All-Star ball game.

UNIVERSAL NEWS, No. 369—The Korea crisis. All-Star baseball game in Chicago. Jake LaMotta defeats Mitri to retain middleweight boxing crown.

WARNER PATHE NEWS, No. 96—At the fighting front in Korea. All-Star baseball game in Chicago. Jake LaMotta retains middleweight crown in defeating Mitri.

Mulvey to UK Pact Talks with Arnall

In a complete reversal of original plans, James A. Mulvey, president of Samuel Goldwyn Productions, is en route to London by plane to sit in on the talks with the British for a new Anglo-American film agreement. On the eve of his departure, Ellis Arnall, president of the Society of Independent Motion Picture Producers, and co-SIMPP delegate with Mulvey in behalf of that organization, issued the following statement:

"At our request, James A. Mulvey has re-arranged his affairs to permit him to accompany Eric Johnston, president of the Motion Picture Association of America, and myself, to England to negotiate with the British government on the Anglo-American film agreement. Mulvey has been a member of this American delegation in all of its past negotiations, and we are happy he can rejoin us."

Humanitarian Award Presented to Baruch

In ceremonies in 20th-Fox Movietone Studios here at the weekend, Bernard Baruch was presented with the 1949 Humanitarian Award of Variety Clubs International. Baruch was unable to accept the award in person at the New Orleans convention of the clubs last spring.

Taking part in the ceremonies at the weekend were R. J. O'Donnell, Variety's international ringmaster; Marc Wolf, international chief barker, and Chick Lewis, international press guy.

Pickman in Tucson

TUCSON, July 16.—Jerry Pickman, assistant director of national advertising-publicity under Paramount vice-president Max E. Youngstein, has arrived here to wrap up final details on "The Furies" premiere, July 21-22.

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DESERT RAIDERS... battle-borne on fiery steeds!

DESERT WOMEN... tantalizing... exotic!

A Slave in the Palace of 1000 Delights!

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The Desert Hawk

Starring

Yvonne De CARLO · Richard GREENE

with **Jackie GLEASON · Lois ANDREWS · George MACREADY · Rock HUDSON**

Written by GERALD DRAYSON ADAMS · Directed by FREDERICK de CORDOVA · Produced by LEONARD GOLDSTEIN

A UNIVERSAL-INTERNATIONAL PICTURE

THE INDUSTRY'S SHOWMANSHIP LEADER

NEWS in Brief . . .

RAYMOND PAIGE, radio, motion picture and symphonic conductor, has been appointed Radio City Music Hall music director, it is announced by Russell V. Downing, executive director. Paige, who will make his first appearance on Thursday, succeeds Alexander Smallens, music director for the past three years.

•

A tribute to Warner's "50 Years Before Your Eyes," in which the film is called "one of the finest contributions to Americanism that has ever been seen on the screen," was paid by Rep. Earl Chudoff (Pa.) in the *Congressional Record*.

•

RKO Radio will stage the American premiere of Walt Disney's "Treasure Island" in 38 key situations, spearheaded by nine cities along the Eastern seaboard, on Wednesday.

•

Harry Kosiner has been appointed Eastern sales representative for Gloria Films, which recently completed "Three Husbands" and "The Scarf" for United Artists release.

Multi-Theatre Trade Showing for 'Voice'

Marking a new departure for the company insofar as tradeshowings are concerned, M-G-M will hold special screenings on "The Next Voice You Hear . . ." in theatres all over the country, Aug. 7-Aug. 22. Total number of theatre trade screenings definitely set is 56. Of this number 30 will be held in Loew's theatres. Where screenings are slated for theatres other than Loew's, M-G-M will make individual arrangements with exhibitors for the special showings. All screenings in Loew's theatres will be treated as "sneak" previews.

US vs. Griffith

(*Continued from page* 1)

brief filed by Griffith early in May. It is believed that no other documents will be filed in the case, and that Judge Edgar S. Vaught, who has the case under advisement, may hand down his opinion anytime now.

No matter what Judge Vaught finally decides, it is virtually certain that the case will be taken back to the U. S. Supreme Court in Washington. Either the government or the Griffith circuit is almost sure to object to part or all of Judge Vaught's decision.

The Justice Department had asked, during oral argument, that the two new theatre-owning companies which had taken over practically all of the Griffith theatres be made parties to the case, but Judge Vaught had promptly denied these motions. The government brief filed Friday, prepared by Justice attorneys George Wise and Milton Kallis, said the need for both injunctive and divestiture relief against Theatre Enterprises and Video "is clearly established by the evidence." Otherwise, it argued, any relief ordered by the court would not be fully effective, since the two new circuits would not be bound by the judgment.

The government stressed that it was not seeking a declaration that the two new companies had violated the Sherman Act, but merely that they be made parties "so the judgment entered by this court will be effective."

TV Won't Change WB Policy

(*Continued from page* 1)

tures possible at a profit to the corporation and to the people who have a right to expect to make a profit in exhibiting our product."

Reflecting marked confidence in the company's future in production and distribution, the joint statement made no mention of the firm's future in exhibition. Negotiations have been pending for months with the government with a view to arriving at a solution to the Federal Court order to divest its theatre holdings.

"We have been watching world events, and what we see gives us great confidence in the parts all of us will play in the shaping of things to come," the statement said.

"The present situation finds us in the fortunate position of being able to draw upon sound past experience to meet the challenge of changed world conditions, as we have done time and time again before," the brothers added.

"The three of us"—(Harry, Albert and Jack)—are as optimistic today as we were in the earliest days of our youth about the future of motion pictures.

"What permits us to be so hopeful when many are so pessimistic? First, a brotherly but critical appraisal of our production organization under Jack, who has given us a modern, first-hand view of the 1950 approach to picture-making. We don't have to praise these pictures, but we want to speak in admiration of brother Jack and his organization's expertness at meeting changing conditions and giving us a diagram of the future for many years to come.

"We are eager for the future when we see what modern sales management has already accomplished in the past several years under our general sales manager, Ben Kalmenson. We are eager for the future when we inspect the promotion plans which our advertising and publicity departments have blueprinted for the rest of this year and the year that follows."

Following the Warners' statement, Kalmenson told the sales executives that, "No one can be so reckless as to attempt to draw a picture of 'what-is-to-be' in the world of tomorrow. But there has never been any period in the history of Warner Brothers when the domestic market has been so carefully analyzed and the productions so well aligned. We confidently face any changing conditions that confront us."

Kalmenson declared, "We are right now adding our most important chapter. We are formulating a producing and merchandising policy that more than ever guarantees profit, not only to the company but to the people with whom we do business. And what makes this possible is our recognition that in production and in sales, the further we move from accepted formulas, the closer we are to success," declared Kalmenson.

McNamee, McNutt

(*Continued from page* 1)

vice-president under terms of his contract has yet to be disclosed.

McNamee and McNutt, who has become chairman of the board, have scheduled a press meeting for tomorrow at which time they are expected to go into some detail on plans.

Effect of the initial conversations on Friday was to ease much of the home office tension which has prevailed since the surprise announcement of the reorganization was made last Wednesday.

Meanwhile, it has been established that the new group in control has before it a proposal by James and William Clark, heads of National Film Service, to take over physical handling of prints for UA, including storage, inspection and "back room" functions. The plan would result in cutting expenses in the amount of more than $40,000 a year, it is claimed.

McNamee, who has been a close associate of the Clarks for a number of years, presumably will put off a decision on the proposal until other more pressing matters are out of the way.

Film Service has depots in 32 exchange cities. Also affiliated with the Clarks is National Film Carriers, which handles film deliveries.

'Part-O-Show' Test

(*Continued from page* 1)

by Murray Kay, inventor of the scheme.

Leo Storch, owner of the Leader and Kent theatres where the device will be tried, said, "I believe Part-O-Show will be the solution to the attendance problems which theatre owners are experiencing all over the country."

'Boundaries' Test

(*Continued from page* 1)

passed upon by the high tribunal.

It appeared possible that the Motion Picture Association of America would join in the appeal. The MPAA lost the censorship test case that it sponsored in connection with Hal Roach's "Curley" recently.

Percentage Suits

(*Continued from page* 1)

ages resulting from alleged underreporting of receipts on percentage pictures.

Jones, Day, Cockley and Reavis are the attorneys for each plaintiff-distributor and Sargoy and Stein of New York are of counsel.

Kramer Is Promoted

(*Continued from page* 1)

was in charge of prints and laboratory activities at the home office until 1946 when he was made assistant shorts subject sales manager. He has also been a member of the board of the Cellofilm Corp., representing RKO Radio.

Wm. White's Son Killed

William J. White, 18-year-old son of Skouras Theatres' vice president and general manager William White, was killed in an automobile accident early Friday. He was on vacation at the time from the Gow School, South Wales, N. Y. He is survived by his parents and a sister, Mrs. Barbara McBride. Funeral services will be held at 10:00 a.m. this morning at Holy Family Church, New Rochelle, N. Y.

Short Subject

"Beaver Valley"

(Disney-RKO Radio)

An unusual, and, in many ways, an extraordinary subject and a notable follow-up of "On Seal Island" which was the first in Walt Disney's series of "True-Life Adventures."

"Beaver Valley" is [illegible] picture study at its most interesting [illegible] entrancing best. It divides into the four seasons of the year, tracing busy episodes in the life of the industrious beaver—how the young male strikes out on his own, settles down to family life, constructs his dams and canals, stores succulent saplings for the ice-encrusted winter, fights off the stalking coyote and the playful otter. Surrounding footage treats with other inhabitants of the valley in the mountain fastnesses of Montana, highlighting their moments of relaxation and also their moments of danger.

One of the many captivating sequences is an adroit combination of music with the cries and calls of the animal and bird life in what emerges as a sort of "symphony of the night." The otters largely provide the laughs and the salmon fighting their way upstream to their spawning grounds one of the thrills.

James Algar is credited with the direction. The narrative, by Lawrence Edward Watkin and Ted Sears, is well written and effectively delivered by Winston Hibler. Paul Smith's musical score is one of this engaging film's most attractive assets. And, of course, considerable credit must go to Alfred G. Milotte, Karl H. Maslowski and Murl Deusing for their photography in Technicolor and for their patience. Ben Sharpsteen supervised the production. Running time, 32 minutes. R. K.

Commons Missed US Praise: Eckman

LONDON, July 16.—Sam Eckman, M-G-M's British managing director, acknowledged the appreciation of American companies for Harold Wilson's recent recognition of the ready cooperation of American distributors here in helping to make possible Sir Wilfrid Eadie's entertainment tax rebate-film subsidy plan.

But, said Eckman, we regret that Wilson said nothing to that effect in Parliament.

Eckman's remarks were made at the annual meeting of the Kinematograph Renters Society (distributors) at which D. W. Griffiths was reelected president.

'Broken Arrow' Bow For General Public

Instead of holding the world premeire of "Broken Arrow" for a specially-invited audience on a reserved-seat basis, 20th Century-Fox announces that the entire capacity of the Roxy here will be open to the general public at no advance in prices on the opening night.

Open house will be held throughout the theatre on the night of the premiere, Thursday, and stars of the stage, screen, radio and television will make informal visits, the company says.

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Priorities On Steel May Be On Way Back

World Crisis Seen Key To 'Free' Theatre Use

WASHINGTON, July 17.—The World War II days, when the government refused to allow steel and other critical materials to go into theatre-building, may be on their way back.

Talk is increasing in Administration circles of the possible need for some sort of limitation on the use of critical commodities as a result of the fighting in Korea and the increasingly tense international situation. Larger military spending would bring a very tight condition on steel and possibly some other materials, and controls might well follow.

Two methods of checking use of steel and other critical items are being discussed by Administration officials, and either plan might mean bad news for exhibitors planning to build, expand or remodel theatres. One plan would give the government power to allocate steel and other items to important users, mainly those working on

(*Continued on page 6*)

Manpower Is Most Important to Film Business:Blumberg

As the first president of a major American film company to visit British provincial showmen and distribution personnel in the field in 25 years, N. J. Blumberg, president of Universal Pictures, met in Manchester, England, over the weekend with exhibitors and distribution representatives from Liverpool, Leeds and Manchester, the company reported here yesterday.

Blumberg told the gathering that manpower is the most important thing to our business and its proper applica-

(*Continued on page 2*)

Action Against NSS Is Withdrawn Here

A libel action against National Screen Service and Herman Robbins, president, begun by Mitchell Pantzer in Federal Court in New York in May 1949 for $500,000 damages was discontinued with prejudice by the

(*Continued on page 3*)

FC Producers Make New Deals with ELC

Former Film Classics' producers are beginning to make new distribution contracts with Eagle Lion Classics, on improved terms in some instances, further assuring a long-range flow of product. William C. MacMillen, ELC president, on his recent trip to Europe furthered the deal by which Gamma Films of Switzerland will deliver a minimum of 12 pictures annually to ELC, it is understood.

14 from 20th In 5 Months

A releasing schedule of 14 features from 20th Century-Fox from August through December was anounced here yesterday by president Spyros P. Skouras upon his return here from the Coast.

The schedule follows:

August: "Stella," Ann Sheridan and Victor Mature, produced by Sol C. Siegel, directed by Claude Binyon; "Broken Arrow," Technicolor, James Stewart, directed by Delmer Daves and produced by Julian Blaustein; "Cariboo Trail," Cinecolor, Randolph

(*Continued on page 6*)

Shootin' War Kills Aid to Small Business

WASHINGTON, July 17.—The Administration's program to aid small business, which some government officials thought might offer substantial aid to independent producers and exhibitors, today became a casualty of the Korean war.

House Banking Committee Chairman Spence (D., Ky.) informed the White House that he would not take up the program because he believed it would be "inflationary," and that the President was readying an anti-inflation program. He said he told the President

(*Continued on page 6*)

McNamee Moves In As U. A. President

Frank L. McNamee moved into the president's office at United Artists yesterday, but with no disclosures as yet on the employment status of the company's present executive personnel.

As McNamee moved in it was reported that several distribution executives have indicated their availibility

(*Continued on page 2*)

Myers in Bid To Call Off Tax Campaign

Concedes Repeal Not in View with Korean Crisis

As chairman of the committee on taxation of the Council of Motion Picture Organizations, Abram F. Myers virtually has conceded that the industry's fight to reduce or eliminate the 20 per cent Federal admission tax is over and, for the present, lost.

In view of the Korean hostilities and the Senate Finance Committee's decision to shelve the tax bill until or if the international situation shows material improvement, Myers from his office in Washington has written letters to members of his committee asking that they advise him on three suggestions, calling for:

1) An immediate halt on communications to Congress by industry members asking favorable tax action;

2) Advices to COMPO area chairmen directing that they cease pressing the tax issue for the present;

3) Putting the tax committee's work to date in documented form so that it may be turned over to the COMPO permanent committee on taxation.

ATO's Marcus Hits 'Must' Percentages In Small Situations

MILWAUKEE, July 17. — Some 55 attended the third regional meeting of the year held by the Associated Theatre Owners of Wisconsin, held at the Schroeder Hotel where one of the chief issues which president Ben Marcus discussed was the problem of buying film on today's market, stressing the importance of picking the right picture for the right days at terms at which exhibitors can afford to live.

He stated the Milwaukee exchange

(*Continued on page 6*)

Another Percentage Action Is Started

SALT LAKE CITY, July 17. — Separate percentage suits have been filed in U. S. District Court by Universal, United Artists, RKO, Warner, Paramount, Loew's and 20th Century-Fox, against Hal F. Hawk as the

(*Continued on page 3*)

US Trio in London for Trade Talks; Meet Today

LONDON, July 17.—Eric A. Johnston, president of the Motion Picture Association of America; Ellis G. Arnall, president of the Society of Independent Motion Picture Producers; James Mulvey, president of Samuel Goldwyn Productions, and Joyce O'Hara, assistant to Johnston, arrived from New York today to resume trade pact negotiations with the British. Meetings with Harold Wilson, president of the British Board of Trade, are set to begin tomorrow.

Johnston had a meeting with U. S. Ambassador Louis Douglas today and met with U. S. sales managers tonight.

Prior to taking off on Sunday for London, Eric Johnston told reporters that the U. S. film industry will again be called upon to lend its full support if the war situation becomes more serious. In line with this, he said, MPAA appointed Francis Harmon its liaison with U. S. war agencies.

Say Hughes - Wald Deal Progressing

Hollywood, July 17. — Expressing confidence that a complete agreement would be reached between Howard Hughes and Jerry Wald on a tentative pact to produce 12 pictures annually for RKO Radio release, attorneys for the studio and Wald today issued a joint statement denying a published report that negotiations had broken down.

Instead, the statement said, "Enormous strides have been made, including agreement on many fundamental issues such as financing, budget overhead and distribution."

5 WB Field Staff Meetings

Following the closing of Warner's Bros. three-day sales meeting at the Ambassador Hotel, Los Angeles, Ben Kalmenson, the company's sales vice-president has scheduled a series of regional meetings to convey details of the Coast gathering to the men in the field.

First conclave is a two-day meet ending today at the Mark Hopkins Hotel in San Francisco, presided over by Roy Haines, Western division sales manager, and Henry Herbel, West Coast district manager, with headquarters in Los Angeles. Branch managers attending are: Earl A. Bell, Denver; Fred Greenberg, Los Angeles; Al Oxtoby, Portland; William F. Gordon, Salt Lake City; Al Shmitken, San Francisco; Pete Stewart, Seattle.

Haines Also at Chicago

Haines will hold another meeting in Chicago. Attending will be Prairie district manager Hall Walsh, St. Louis and branch managers Leon Mendelson, Des Moines; R. C. Borg, Kansas City; F. J. Hannon, Omaha and Lester Bona, St. Louis. Midwest branch managers attending will be A. J. Shumow, Chicago; W. D. Woods, Detroit; Nat Marcus, Milwaukee; Art Anderson, Minneapolis.

Jules Lapidus, Eastern and Canadian district manager, will preside over a two-day meeting of his Central district in Pittsburgh July 25-26. Attending will be F. D. "Dinty" Moore, Central district manager with headquarters in Pittsburgh, and the following branch managers: Pete R. DeFazio, Buffalo; J. S. Abrose, Cincinnati; Ed A. Catlin, Cleveland; Claude W. McKean, Indianapolis; Jerry M. Wechsler, Pittsburgh.

Lapidus, Kirby Preside

Lapidus will follow with a meeting of his combined Mid-Atlantic and Eastern districts in Philadelphia on July 27-28. Attending will be Robert Smeltzer, Mid-Atlantic district manager, Washington; and branch managers William C. Mansell, Philadelphia; Fred W. Beiersdorf, Washington; Norman J. Ayers, Eastern district manager, headquarters in New York, and branch managers Ray S. Smith, Albany; George W. Horan, Boston; Al Daytz, New Haven and Ben Abner, New York.

John F. Kirby, Southern division sales manager, will hold a two-day session of his combined South Eastern and South Western districts in New Orleans on July 31-Aug. 1. Attending will be W. O. Williamson, Jr., South Eastern district manager, Atlanta and branch managers Ralph Iannuzzi, Atlanta; Grover Livingston, Charlotte; R. H. Dunbar, Jacksonville; Luke Conner, New Orleans; Doak Roberts, South Western district manager, Dallas, and branch managers, Vernon Adams, Dallas; Ed Williamson, Memphis, and Don Tullius, Oklahoma City.

To Discuss War Steps

HOLLYWOOD, July 17.—Steps for placing the industry in readiness for any calls that may be made upon it because of defense or war emergencies will be discussed at next regular meeting of the Motion Picture Industry Council.

Grainger to Studio

DALLAS, July 17. — James R. Grainger, Republic executive vice-president, will arrive at the studios Wednesday for conferences with Herbert J. Yates concerning the product line-up for the coming season.

Personal Mention

WILLIAM B. LEVY, Walt Disney Productions sales vice-president, has returned to New York from Hollywood.

•

CLARENCE TAYLOR, assistant to the president of the Kentucky Theatre Owners Association, was in Irvine, Ky., from Louisville to address the Kiwanis club there.

•

M. G. POLLER, assistant to ROBERT MOCHRIE, RKO Radio sales vice-president, is recuperating in Doctors Hospital here from an operation.

•

FRED HOTCHKISS, Westrex Western European regional manager, has left here by plane for a tour of his territory.

•

MIKE CULLEN, Loew's West Coast division manager, is here from San Francisco for a vacation.

MORT NATHANSON, Paramount publicity manager, has returned here from a week's vacation.

•

LARRY SHAYNE, head of Paramount music publishing activities on the Coast, has left there on a Coast-to-Coast tour to exploit songs from Paramount films.

•

HERMAN G. WEINBERG has been appointed motion picture editor of *Liberty* magazine, which will appear as a new monthly publication in September.

•

IRVING SOCHIN, sales head of Universal-International special films division, will leave here today for Cincinnati, Columbus and Indianapolis.

•

FRANK SELTZER, producer, and EDMOND O'BRIEN, actor, arrived here yesterday from the Coast.

McNamee Takes Over

(*Continued from page* 1)

for the post of UA distribution head in the event Gradwell L. Sears, on contract as vice-president in charge of distribution, disassociates himself from the company.

Sears is now at his home in Harrison, N. Y., after five weeks in New York Hospital, which he entered following a heart attack.

McNamee and board chairman Paul V. McNutt will meet the industry press today to be followed by a luncheon at 21 Club where they will be hosts to the Eastern representatives of independent producers releasing through UA.

In Charge at Studio

HOLLYWOOD, July 17.—Daniel F. Greenhouse, veteran foreign field executive for RKO Radio and other companies, who recently joined the *Los Angeles Times*-CBS television station KTTV in charge of production and distribution of television programs, today was placed in charge of the former Nassour Studios, now owned by KTTV, during the absence of William Ruby, who is on active duty with the Marine Corps.

Manpower Important

(*Continued from page* 1)

tion to the important task of competing with other industries and the entertainment world for the amusement pounds, commands greater effort on the part of every person within the industry throughout the world. He stressed the fact that the film industry is in a unique position because it provides so much entertainment, of world wide scope, for the masses, at a minimum cost, and further emphasized the necessity of distributors selling showmanship ideas to, and cooperating with, showmen in all parts of the world.

Audiences Down 17% To 48,700,000 Weekly

Princeton, N. J., July 17.—Attendance at the nation's film houses showed a drop of 17 per cent in May compared with the same month a year ago, according to Audience Research, Inc. It estimated that weekly admissions in May, 1950, averaged 48,700,000, against 58,600,000 a year earlier. Audience Research also found it "all the more noteworthy" that superior business is being done by some pictures and attributed this to the "strong advertising and publicity campaigns" supporting them.

Republic Will Hold Three Sales Meetings

First of a series of Republic regional sales meetings will be held at the company's North Hollywood studios next Monday and Tuesday. President Herbert J. Yates will attend all sessions, which will be presided over by James R. Grainger, executive vice president in charge of sales. Meetings in Chicago and New York will be held early in August.

Edward L. Walton, assistant general sales manager now on the Pacific Coast, will attend the studio meetings, as will the following branch managers: Paul McElhinney, Seattle; Jack C. Partin, Portland; George Mitchell, San Francisco; Earl Collins, Los Angeles, Tom McMahon, Salt Lake City; Gene Gerbase, Denver.

Soule Heads Pictorial

Frank Soule, formerly superintendent of administration of Eagle Lion Classics home office and branches, has been named president of Pictorial Films, a subsidiary of Pathe Industries, it is announced by William C. MacMillen, Pathe Industries vice-president. Soule succeeds George Bonwick, resigned.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE NEXT VOICE YOU HEAR..."
JAMES WHITMORE - NANCY DAVIS
A Metro-Goldwyn-Mayer Picture
•
THE MUSIC HALL'S GALA TWO-PART HOLIDAY STAGE SHOW

THE EAGLE AND THE HAWK
A Paramount Picture starring JOHN PAYNE · RHONDA FLEMING · GIG YOUNG
Color by TECHNICOLOR
In Person PEGGY LEE with DAVE BARBOUR and his QUARTET
BILL DARNEL
Cy Reeves · Martie Brothers
Extra HERBIE FIELDS and His Orch
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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Income at NY Runs Spotty

Cloudiness and intermittent rain through the weekend kept the crowds away from the beaches but not too many showed up at New York's first-runs. Business for the most part is spotty but with improvement in prospect [illegible] several major openings due this [illegible].

"The Flame and the Arrow" with Jane Pickens and Buddy Lester topping the stage bill is continuing at a good pace at the Strand where a second week's take of about $45,000 is likely. "Where the Sidewalk Ends," with Vivian Blaine and Will Mahoney on the stage promises about $62,000 in its final six days, one short of a full second week at the Roxy, representing adequate income. The Roxy's next will be "Broken Arrow" with the Andrews Sisters on stage, opening Thursday night.

'Voice' Closes Mild

"The Next Voice You Hear . . ." with the stage presentation at the Music Hall is figured at $115,000 for a mild third and final week. "Voice" will be followed by "The Men," due Thursday. "711 Ocean Drive" with Louis Jordan, the Fontane Sisters and Bob Chester's orchestra on stage will open tomorrow at the Paramount, replacing "The Eagle and the Hawk." The latter with Peggy Lee topping the stage presentation concludes its second and final week tonight with a moderate take estimated at $45,000.

"Annie Get Your Gun" at the State has about $13,000 in view for the ninth week, which is mild business. "Crisis" with Ralph Flanagan's orchestra and Thelma Carpenter on stage gave the Capitol about $42,000 which is fair enough, in the second week which ended Sunday night. The show holds for three extra days, to be replaced on Thursday with "The Duchess of Idaho," accompanied by Bert Wheeler and Sonny Dunham's orchestra on stage.

'Moon' Holds Up

"Mutiny on the Bounty" and "A Day at the Races," reissue combination, should reach $18,000 in a healthy second week at the Globe. "Destination Moon" is holding up well enough at the Mayfair where $22,000 is in prospect for the third week.

"The Third Man" has about $5,500 indicated for its 24th week at the Victoria, just getting by. "The White Tower" should draw about $9,000 in a slow third week at the Criterion. "If This Be Sin" has about $5,000 apparent for the third week at the Rivoli, which is weak business.

Percentage Action

(*Continued from page* 1)

administrator of the estate of Claude C. Hawk, deceased, as well as against the Claude Hawk Corp. The theatres involved in each action are the Rex in Caliente, Nevada; Gem, Pioche, Nevada; Towne, Ephriam, Utah; Layton and Ritz, Layton, Utah; Gem, Panguitch, Utah; Roy in Roy, Utah; Draper in Draper, Utah, and the Country Club in South Ogden, Utah. Recovery is sought in each suit for damages resulting from alleged unreporting on percentage pictures.

VanCott, Bagley, Cornwall and McCarthy are the attorneys for each plaintiff-distributor, and Sargoy and Stein of New York are of counsel.

Review

"Stella"

(20th Century-Fox)

AN unusual blend of comedy and characterization is offered in "Stella." Oddly enough, the humor arises out of a story which in lesser hands might have been considered macabre. For the marquee there are Ann Sheridan and Victor Mature in the leads, with support coming from David Wayne and Leif Erickson. The farce proved successful to an audience at the Academy of Music here where it was "sneaked."

At the outset, the head of the Bevins clan is accidentally killed at a picnic. Since the accident might look like murder, the family, to avoid complications, decides to bury him on the spot and let people think he just disappeared again on another of his binges. When it develops that the deceased left a large insurance policy, complications ensue. Wayne, a member of the clan, takes the lead in cooking up ideas to come into the insurance. There are repeated attempts to claim that stray corpses which turn up are the uncle. But they are unavailing, especially since Mature, the insurance investigator, is on hand to sardonically thwart these efforts. The farce, fashioned by Claude Binyon, from a novel by Doris Miles Disney, takes a number of zigs and zags, all of a lightweight and nonsensical nature.

Meanwhile, Mature is out to win the hand of Miss Sheridan, another member of the clan. There are a series of obstacles to this, the primary one being Erickson, who also is in love with Miss Sheridan. As the story proceeds to its climax Mature is the amatory victor. The other humorous complications are both ironed out and further ruffled. Binyon also served as director and Sol C. Siegel produced.

Running time, 83 minutes. General audience classification. August release.

MANDEL HERBSTMAN

Court Grants Time In Goldwyn Suit

SAN FRANCISCO, July 17.—Time for taking testimony of Samual Goldwyn and James Mulvey, president of Goldwyn Productions, in the company's $6,750,000 anti-trust suit against Fox West Coast and other defendants has been extended to Aug. 15 by Federal Court here.

In addition, the defendants, which include United California Theatres, Golden State Theatres, T. and D., Jr., Enterprises, San Francisco Theatres, Excelsior Amusement, Michael A. Naify, R. A. McNeil, Charles P. Skouras, National Theatres and 20th Century-Fox as well as FWC, have been granted an extension in time to plead to Sept. 1. A motion to order the inspection of documents will be heard on Tuesday.

Action Is Withdrawn

(*Continued from page* 1)

plaintiff and an order signed in Federal Court to that effect.

Louis Nizer, of Phillips, Nizer, Benjamin and Krim, counsel for National Screen, stated that this action was withdrawn unconditionally and without settlement of any kind whatsoever, after Pantzer, who had been undergoing examintaion in a deposition taken by National Screen in the proceeding, had failed to return for continued questioning and was in default. Instead of arranging to open his default and appearing for continued examination, Nizer stated the plaintiff withdrew his action with prejudice.

Action Based on Letter

The action was based upon a letter sent by National Screen in April, 1949, which, according to the complaint, charged Pantzer as follows:

"You stated at the time that other poster-renters looked to you for guidance. You made it plain to us that if your own claim were disposed of and we bought you out, there would be no trouble with other poster-renters. We told you your claim was unfounded and we would not be subjected to any pressure of this sort."

The answer filed in the action by National Screen pleaded, among other things, the truth of the statement.

Doubles Damages Asked by Crown

LOS ANGELES, July 17.—Federal Judge Ben Harrison today granted a motion by Crown Theatre, Pasadena, permitting the complainant to include Loew's, Inc. in a monopoly suit pending against other majors and major circuits, and to increase the amount sought from approximately $1,000,000 to $2,000,000.

Files Appeal On Clearance

Morris Shulman, for the Rivoli Theatre, New Haven, has filed an appeal with the American Arbitration Association here from an arbitration decision on clearance handed down on June 28. The case is the last one on the Arbitration Association records and will be heard by the motion picture appeals board which was dissolved several months ago after the final decision by the New York Federal Court. The board agreed to reassemble on a per diem basis for any unfinished cases.

Goldwyn Takes Over Square for Premieres

Samuel Goldwyn Productions is launching the slogan "Times Square Becomes Goldwyn Square" in connection with the world premieres of "Our Very Own," at the Victoria on July 26 and "Edge of Doom," at the Astor on Aug. 2. Nine-foot arrows over the Square's Army recruiting booth read "This Way to Goldwyn Square" and a new 175-foot electric sign over the adjoining Victoria and Astor reads "Samuel Goldwyn Presents. . . ."

Yesterday Goldwyn, who is remaining in New York for the premieres following his return from Europe, appeared on Betty Crocker's NBC show to "plug" the films, whose premieres will benefit the New York Foundling Home. The New York *Journal-American* devoted an editorial to the premieres yesterday.

"DESTINATION MOON" IS BREAKING BOX-OFFIC

GREAT!

Publicity build-up!

GREAT!

Reviews!

TRADE PAPERS:

"... obviously a good exploitation picture ... should enjoy considerable popularity ..."
—Motion Picture Daily

"...an exciting and intriguing scientific adventure quite certain to arouse interesting response from jaded audiences."
—Film Daily

"...mounted superbly ... looks like a winner with the public ... extremely exploitable ..."
—Daily Variety

"'DESTINATION MOON' is a highly technical space travel subject that can be ballyhooed to stout grosses. In its favor at the boxoffice are the advantage of novelty ... and a Technicolor dress."
—Variety

"... an exceptionally fine exploitation picture ... colorful and weird pictorial effects are alone worth the price of admission."
—Harrison's Reports

NEW YORK PAPERS:

"... the most exciting fantasy-adventure in fifty years ... an unforgettable dramatic experience."
—Cu

"... a most intriguing and picturesque event ... profoundly impressive ... arresting ... thrilling
—New York Tim

"... utterly captivating ... it should certainly ... seen ..."
—New York Herald-Trib

"... fascinating ..."
—New York Daily N

"... a unique treat and extraordinary thrill ... engrossing story of breath-taking suspense. D... miss it!"
—New York Daily

DESTINATION

ECORDS BECAUSE IT IS A GREAT PICTURE!

GREAT! Exploitation!

GREAT! Boxoffice!

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July 5, 1950

Mr. N. Peter Rathvon
Eagle Lion Classics
165 West 46th Street
New York City

My dear Mr. Rathvon:

First, I am proud to be the first theatre owner in the United States to present your picture, DESTINATION MOON, because it is a daring departure in motion picture production.

Second, because the people who have seen it love it and talk about it after they leave the theatre.

Third, because of the fact that it is chock full of entertainment and pleases every type of motion picture patron.

Fourth, and certainly not the least, because of the fact that it has broken every opening week's box office attendance since I have the Mayfair Theatre.

This is definitely the type of production the motion picture industry needs and I want to congratulate you, Mr. George Pal and your associates, and will watch the future work of your company with keen interest because I would like to get some more pictures like DESTINATION MOON.

Sincere warm regards,

HARRY BRANDT

MOON

COLOR BY TECHNICOLOR

...n Eagle Lion Classics Release

Review

"Snow Dog"

(*Monogram*)

DOG lovers will find Chinook, the white huskie in this drama of the Canadian Northwoods, irresistible. The human actors, including Kirby Grant, Elena Verdugo, Rick Vallin and others, do their part as well against a beautifully scenic background. William Raynor's screenplay provides a strong plot with plenty of suspense. Lindsley Parsons produced, with William F. Broidy as associate producer and Frank McDonald directing.

Chinook is the pet and aide of Northwest Mounted Policeman Grant, who is summoned to a Canadian trapping community after several trappers have been found dead, evidently clawed to death by a wolf. After Chinook and the wolf meet in inconclusive combat, Grant finds a dog-collar ripped from the wolf's neck and deduces from this that human minds are directing the wolf's depredations. Little by little, as wolf killings continue, Grant pieces together evidence to support his theory eventually and with Chinook's help, rounds up and apprehends the villains, who had been seeking the location of a pitch-blend deposit, as they are on the point of torturing secrets out of Vallin and Miss Verdugo.

Running time, 63 minutes. General audience classification. Release date, July. 16.

Attacks Percentages

(*Continued from page* 1)

area is earmarked as a "must" percentage territory by every distributor from New York and that there is no such thing as "must" percentage pictures for small town and subsequent-run exhibitors. However, when a picture warranted it and has outstanding box-office potentialities then it is absolutely entitled to percentage, he said.

Harry Perlewitz discussed the new clearance set-up that some of the companies are trying to institute here. He said that Warner is trying to move the clearance up on all subsequent-runs and also move first de luxe runs from 28 to 21 days.

14 from 20th-Fox

(*Continued from page* 1)

Scott, Edward Marin directed and Nat Holt produced.

September: "The Black Rose," Technicolor, Tyrone Power, Orson Welles and Cecile Aubry, Louis Lighton produced and Harry Hathaway directed; "My Blue Heaven," Technicolor, Betty Grable and Dan Dailey, produced by Siegel, directed by Henry Koster; "Panic in the Streets," Richard Widmark, Paul Douglas and Barbara Bel Geddes, Elia Kazan directed and Siegel produced.

October: "The Fireball," Mickey Rooney and Pat O'Brien, Bert Friedlob produced and Tay Garnett directed; "Mr. Eight-Eighty," Burt Lancaster, Dorothy McGuire and Edumund Gwenn, produced by Blaustein with Edmund Goulding directing; "No Way Out," Widmark, Linda Darnell and Stephen McNally, a Darryl F. Zanuck production directed by Joseph C. Mankiewitcz.

November: "Two Flags West," Joseph Cotten, Linda Darnell, Jeff Chandler and Cornel Wilde; Robert Wise directing with Casey Robinson producing; "All About Eve," a Zanuck production starring Bette Davis, Anne Baxter, George Sanders and Celeste Holm with Mankiewicz directing; "I'll Get By," Technicolor, June Haver, William Lundigan, Gloria DeHaven, Dennis Day and Harry James. William Perlberg produced with Richard Sale directing.

December: "For Heaven's Sake," Clifton Webb and Anne Baxter, George Seaton directing with Perlberg producing; "American Guerilla in the Philippines," Technicolor, Power and Michcline Prelle. Fritz Lang directing with Lemar Trotti producing.

British Information Post to Schoenfeld

Lester Schoenfeld has been appointed to the Films and Promotion Division of the British Information Services, to be in charge of all theatrical and non-theatrical distribution. His predecessor, Mrs. Dorothy Danish, who has retired into private life.

Priorities

(*Continued from page* 1)

defense production. The other would give the government power to deny steel and other items to non-essential users, such as amusement places, including theatres.

Whether and how soon the plans become actuality depends on how the world situation goes. Reports are President Truman may soon ask Congress for stand-by authority to allocate steel and other key commodities, should he find it necessary.

Some government experts feel that there is enough steel and other materials for everyone, if no one starts hoarding and "scare buying." But if people do start getting jittery and buy up supplies, they add, the government will probably have to step in.

If the government avoids mandatory allocations for a while, it well may ask the steel industry and other groups producing critical material to adopt some voluntary allocation scheme, under which important users would get first crack at the available supplies.

Kills Aid to Business

(*Continued from page* 1)

that Congress should not undo with its right hand what it did with its left, and that the President agreed to shelving the small business program.

Meanwhile, the industry awaited President Truman's message to Congress Wednesday. It was widely reported that one of the key requests to Congress would be for curbs on installment buying, which would be a serious setback for television, at present a key source of the industry's box-office troubles.

Key Congressional sources said the Wednesday message would not request higher taxes but that this would probably be asked later. Treasury officials said definitely that requests for more tax revenue would be going to the President shortly. Increased excise taxes as well as higher income taxes were being discussed on Capitol Hill.

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FIRST NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 12 NEW YORK, U. S. A., WEDNESDAY, JULY 19, 1950 TEN CENTS

UA Deal Is A Private Affair, Says McNutt

No Decision As Yet on Status of Personnel

(Picture on page 3)

Holding their first press conference since taking over the helm of United Artists, board chairman Paul V. McNutt and president Frank L. McNamee yesterday made it clear that their deal was a private affair and they intend to keep it that way.

McNutt stated that he holds title to 90 per cent of the corporation's outstanding shares as trustee for unnamed principals and that Mary Pickford and Charles Chaplin share the remaining 10 per cent.

But McNamee said last Thursday that the McNutt group had purchased 4,000 of the 12,000 shares of UA treasury stock in addition to options

(Continued on page 3)

MGM Resets 16 Releases

William F. Rodgers, sales vice-president of M-G-M, has revised the company's releasing schedule for the last five months of 1950, moving various productions ahead so that M-G-M will release a total of 16 in the period. Six will be in Technicolor. There will be four musicals included in the Technicolor releases, two of which are scheduled for August, "Three Little

(Continued on page 3)

Taft Would Include Excises in Tax Rise

WASHINGTON, July 18.—Senator Taft (R., Ohio) declared today that if the government has to increase taxes substantially, "it probably ought to be spread over all fields—corporation, individual and excise."

Taft was the first influential legislator to suggest a possible increase in excises to finance the war effort. He did not mention any specific excise to be increased.

Abram F. Myers, chairman of the tax committee of the Council of Motion Picture Organizations, was quick

(Continued on page 3)

Maas Cites Step-up In Global Earnings Of U. S. Companies

While the business of American film companies has dropped during the past year in countries that are making economic recoveries from the effects of World War II, those companies have shown a substantial increase in business globally, according to Irving A. Maas, vice-president and general manager of the Motion Picture Export Association.

Yesterday, in his first New York press interview in over a year, Maas explained this circumstance as arising from (1) the extent to which the people of occupied countries are directing their energies more or less exclusively toward reclamation of the basic necessities of life, and (2) the inroads which U. S. companies have made into new foreign markets.

The MPEA executive said the drop in business in countries like Japan and Germany which are rebuilding is in it-

(Continued on page 6)

Scully to Preside at Sales Meet Today

In the first of a new series of sales meetings, Universal-International district and branch managers of the company's Eastern division, will arrive in New York this morning for conferences with W. A. Scully, sales vice-president, to review local situations in their territories in the light of current business conditions.

Scully held the first series of meetings with distribution personnel last

(Continued on page 2)

AMERICANS DEMAND FULL UK PAYMENTS

Foreign Situation Broadens U. S. Newsreel Coverage

The American public is getting a more extensive and more diverse newsreel coverage of the national and international scenes than at any time since the end of World War II. This is disclosed in an analysis of newsreel content made by the Motion Picture Association of America for the first six months of 1950.

The survey shows that the five top newsreels during this period covered a total of 1,956 different topics at home and abroad, an increase of 131 items over the number presented in a similar

(Continued on page 2)

Johnston, Arnall Reject Wilson Bid; Talks Take Government-Level Turn

By PETER BURNUP

LONDON, July 18.—The U. S. industry today informed Britain it will insist upon full convertibility in dollars as the basis for a revised Anglo-American remittance agreement affecting the motion picture industry.

This position is being taken on the advice of the American government and means the negotiations now move up the line to the governmental level here and in Washington.

Motion Picture Association of America president Eric Johnston and Society of Independent Motion Picture Producers president Ellis Arnall outlined this stand at a meeting today with Harold Wilson,

(Continued on page 6)

Elect Directors of Theatre Video Unit

WASHINGTON, July 18.—The formal incorporation meeting of the National Exhibitors Theatre Television Committee took place today, with original incorporators Harry Bachmann, Frank Boucher and A. Julian Brylawski electing themselves directors of the committee and adopting its by-laws.

The directors now are expected to begin processing applications for

(Continued on page 3)

11 from Para. In 5 Months

Eleven features are scheduled for release during the remainder of 1950, it was announced by A. W. Schwalberg, president of Paramount Film Distributing Corp. Four of the 11 will be in Technicolor.

Schwalberg referred to "My Friend Irma Goes West" and the tremendous campaign both preceding and following the world premiere at Las Vegas,

(Continued on page 2)

Russia Picks 4 More U. S. Films in $1-Million Deal

Present complexion of the international situation notwithstanding, the U. S.-Soviet Russia film agreement concluded two years ago by Motion Picture Association of America president Eric A. Johnston has been advanced to the point where Russia has selected for showing in that country a total of eight Hollywood features out of the 20-for-$1,000,000 called for under the pact.

Motion Picture Export Association general manager Irving A. Maas revealed at a press interview here yesterday that MPEA Eastern European representative Louis Kanturek has returned to Prague from Moscow following Russia's selection of four pictures which, plus four already chosen,

(Continued on page 6)

U-I to Sell Chicago Loop Runs on Bids

Chicago, July 18.—Universal-International will sell all of its forthcoming films by bidding to downtown theatres. First film to be offered in the Loop by bidding was "Peggy" which was won by the RKO Palace. U-I initiated its bidding plan with "Comanche Territory" last month, but only to outlying theatres. The company's new zoning plan has not been fully completed as yet.

Warner Will Release 45 Shorts in '50-51

Warner Brothers will release 45 short subjects, exclusive of cartoons, during 1950-51, beginning Sept. 1. The total is three more than this season. The program of shorts, an increase of three over last year, was agreed upon after conferences between Jack L. Warner, executive producer, Norman Moray, short subjects department head, and Gordon Hollingshead, studio short subject department chief.

Eighteen of the films are to be in Technicolor. Fourteen are two-reelers and 31 are one-reelers.

Only Federal Ticket Tax Gains in Minn.

Minneapolis, July 18.—Collections on the Federal admission tax are the only important Federal revenue from Minnesota not to show a drop in the 1950 fiscal year, according to Federal tax collector Elmer F. Kelm.

While Federal revenue from the state dropped from $668,221,000 in 1949 to $628,852,000 in 1950, returns from admissions totaled $7,089,000 for 1950 as compared with $6,893,000 in 1949.

Personal Mention

HUGH OWEN, Paramount Eastern and Southern sales manager, left here yesterday for Atlanta. JOSEPH WALSH, branch operations manager, will leave here to day to join Owen there.

•

EDWARD N. CLAUGHTON, head of Claughton Theatres, Miami, and his family are en route to Hollywood for a vacation.

•

RUTGERS NEILSON, RKO Radio home office publicity manager, is in Atlantic City from New York for a vacation.

HENRY L. NATHANSON, president of M-G-M of Canada, left here yesterday for his Toronto headquarters.

•

JOHN C. BOLTE, JR., an officer of the New York ITOA and operator of the Wakefield and Laconia in the Bronx, and MRS. BOLTE are the parents of a son, JOHN C. BOLTE III, born Monday at St. John's Hospital, Yonkers.

•

JACK CARTER of *Women's Home Companion* has left here for a three-week vacation.

Arch Reeve Resigns As SPDC Secretary

HOLLYWOOD, July 18.—Studio Publicity Directors Committee today reluctantly accepted the resignation of Arch Reeve as secretary, originally tendered six months ago, on the condition that he continue to serve the committee in a consultant capacity. The post Reeve vacates after nine years will be taken by Clarke (Duke) Wales, Reeve's assistant.

Although the position actually is maintained jointly by the publicity directors of the major studios, the secretary's office also services the Association of Motion Picture Producers and Motion Picture Association of America in publicity matters and is the official outlet to the press for industry information on basic and policy subjects.

Jack Goldstein Will Join Cantor Aug. 14

Eddie Cantor has engaged Jack Goldstein, veteran film publicist, as his personal public relations representative, effective August 14. Goldstein was formerly publicity chief here for 20th Century-Fox, then publicity and exploitation director for David O. Selznick Enterprises and more recently was Eastern studio representative for RKO Radio.

Cantor's immediate plans include his monthly television show on Sunday nights for NBC starting Sept. 10 and a tour of 24 cities with his one-man show, "My Forty Years in Show Business," which will include an appearance at Carnegie Hall on Sept. 30.

Scully to Preside

(*Continued from page* 1)

spring with A. J. O'Keefe, assistant general sales manager and division managers C. J. Feldman, F. J. A. McCarthy and Foster M. Blake participating in subsequent field meetings.

Attending today's meetings will be district managers John Scully and P. T. Dana and branch managers Eugene Vogel, Albany; E. Meyer Feldman, Boston; Dave Miller, Buffalo; Arthur Greenfield, New Haven; Francis J. Guehl, Pittsburgh; Joseph Gins, Cincinnati; Lester Zucker, Cleveland; H. J. Martin, Washington. The managers will return to their territories late tomorrow.

Requiem Tomorrow For Dionysia Skouras

A Requiem High Mass will be offered tomorrow at 10 A.M. for Dionysia Skouras, 24 years old, in the Roman Catholic Church of the Most Holy Trinity in Mamaroneck. Interment will be in Gate of Heaven Cemetery at Mount Pleasant, N. Y.

The daughter of Spyros P. Skouras, president of 20th Century-Fox, died Monday morning as the result of injuries sustained in an accident while visiting her uncle, Charles P. Skouras, president of National Theatres, in Los Angeles. Besides her parents, Miss Skouras is survived by two brothers, Spyros P., Jr., and Plato Skouras, and by two sisters, Mrs. Oren Root and Mrs. George Fowler.

Charles Skouras Here from LA; National Theatres Meeting Off

LOS ANGELES, July 18.—The meeting here of National Theatres divisional presidents, originally scheduled for tomorrow, has been indefinitely postponed due to the absence of Charles P. Skouras, who flew to New York last night accompanying the remains of Dionysia Skouras, who died here yesterday.

11 from Paramount

(*Continued from page* 1)

Nev., as a good example of what to expect from Paramount.

Releases for the remaining season include:

For July, "My Friend Irma Goes West" and "The Lawless"; for August, "Sunset Boulevard," which will have its world premiere at Radio City Music Hall on Aug. 17, and "The Furies," which will receive a heavy send-off July 21 at its premiere at Tucson.

The Technicolor Bob Hope starrer, "Fancy Pants," and "Union Station," are for release in September, with another Technicolor release, "Copper Canyon," and "Dark City," for release in October. Rounding out the final two months are two Technicolor pictures, "Tripoli" and "Let's Dance," for November, and "Mr. Music," starring Bing Crosby, for December.

Film on Korea Opens

An invitational premiere for Eagle Lion Classics' feature documentary on Korea, entitled "Death of a Dream," was held at the Embassy Theatre here last night.

Newsreel Parade

THE situation in Korea and Eric Johnston departing for England are current newsreel highlights. Other items include human interest stories and sports. Complete contents follow:

MOVIETONE NEWS, No. 58—Korea crisis. Gen MacArthur gets UN flag. Report from defense chiefs. Egyptian Sphinx. Midget autoists. Tennis.

NEWS OF THE DAY, No. 292—Korean situation. Egyptian Sphinx. Eric Johnston leaves for Britain. Rodeo. French revive savate, a form of boxing.

PARAMOUNT NEWS, No. 95—Santa Monica square dance. Eric Johnston leaves for England. A report on the tide of battle in Korea.

TELENEWS DIGEST, No. 29-A—Navy planes hit Korea. Korea front line action. Weapons rushed from "mothballs." Jamaica racing.

UNIVERSAL NEWS, No. 370—Korean situation. Eric Johnston leaves for England. Calgary stampede. Trotting races.

WARNER PATHE NEWS, No. 97—UN in Korean fight. Gordon Dean named Atomic Energy Commission chief. People in news: Princess Margaret, Gov. Dewey, Calgary stampede. Burt Laneaster story.

Chapman to Oversee ELC Administration

The appointment of Jules K. Chapman as superintendent of administration of Eagle Lion Classics has been announced by William C. MacMillen, president. Chapman was formerly assistant general manager of Film Classics.

L. R. Brager has been appointed to assist Chapman.

U. S. Newsreels

(*Continued from page* 1)

period of 1949, 193 over 1948, 222 over 1947, and 180 over 1946.

In its topical breakdown of the 1950 contents, the MPAA analysis shows that nearly 26 per cent of all the newsreel clips dealt exclusively with foreign affairs, personalities and events. An additional 20 per cent was concerned with subjects involving both the United States and one or more foreign countries. Nearly one out of every two newsreel topics presented on American screens thus far this year related to aspects of international or foreign activities.

Domestically, news of the government, national defense, United Nations and political events accounted for a preponderance of the footage. American sports, however, were not far behind in topical frequency.

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Industry Comeback Is Seen by McNutt

Asked his opinion on the state of the industry which he has just entered as board chairman of United Artists, Paul V. McNutt yesterday stated: "The picture business certainly has its place in the entertainment world. There appears to be a period of depression for the business, but this does not mean it will not come back. I think it will."

Good pictures are the answer, he said. "Good management, too," he added.

UA Deal

Paul V. McNutt Frank L. McNamee

(*Continued from page* 1)

on 90 per cent of the Pickford-Chaplin stock.

McNutt stated he entered the company "without any preconceptions or illusions; I am here to strengthen it, not liquidate it." The 12,000 treasury-held shares have remained untouched, he said.

There have been no decisions as yet on executive personnel or immediate plans for UA. Plans are in the process of development and "first things come first," both said.

McNamee said in reply to a question that he intends to function as president only, not distribution head, for the present; that, actually, he has yet to enter into any employment contract, this apparently not being included in the "first things."

Although he is under contract as vice-president in charge of distribution, the status of Gradwell L. Sears under the new regime has yet to be determined. Both McNutt and McNamee said they have yet to see Sears' contract although they are familiar with its contents.

Max Kravetz of Los Angeles, new secretary of the corporation and persistently reported as the promoter of the deal, may maintain his office in New York, McNutt reported.

Reporters, pressing for specific phases of the deal and the identity of those in back of it, were answered with "No comment," or, "The queries are not pertinent."

The effect of the press conference was to throw little new light on the background of the UA control shift. Moreover, usually well-informed sources in banking and Wall Street circles professed a complete lack of knowledge and highly-placed industry members similarly were in the dark.

McNutt is empowered to name seven directors of the nine-member board on which Miss Pickford and Chaplin each will have one representative.

He said in effect that he came into the company without any immediate plans for it and not too much immediate knowledge about it. He said he would have to gather the facts, then evaluate them before setting his course and made it clear that he came in at Miss Pickford's invitation. McNutt first became acquainted with UA at the end of last year.

McNutt said he will continue his own law practice, but probably will give UA considerable time as operations get underway under the new set-up. Management will be in complete charge of McNamee, McNutt said.

Review

"Fancy Pants"

(*Paramount*)

BOB HOPE is in fine effervescent form in this sprightly lampoon about an impoverished ham actor who is mistaken for British nobility. Like its predecessor "The Paleface," the action is set mostly in the grand outdoors, the locale being New Mexico in the opening stretch of this century. The sequence of events are loosely joined in the farcical screenplay that feeds Hope a running supply of gags, quips and inventive situations. Technicolor lends a handsome frame to the antics and production values are high.

As Hope's leading lady of equivocal emotion there is Lucille Ball and as his nemesis and rival for the lady's hand, there is Bruce Cabot. Others lending support are Lea Penman and Jack Kirkwood, as parents of Miss Ball.

The picture adds up to a merry collection of shenanigans. There is little doubt that it will be a hit with large segments of the population in just about all situations.

As the story opens Hope is hired to impersonate a high-class butler by some wealthy Englishman who is out to impress friends. During the course of his chores, Hope is beheld by Miss Penman, a nouveau riche matron from America, and she decides to bring him back to America to give her husband a little social gloss. Now Hope is a gentleman's gentleman out in the raw West where men are men and it is obvious that the two don't mix tranquilly. Thus there ensue a number of complications, aggravated by the provocative actions of Cabot.

Adding a few more hitches to the situation is the fact that once Hope arrives in New Mexico, the local citizenry mistake him for an Earl and give him a rousing reception. President Teddy Roosevelt (John Alexander), touring the country, hears about the visiting Earl and decides to drop in for a visit. A hilarious highlight of the picture is a fox hunt that is arranged for the President and Hope. As the picture starts, so it ends, comically. Robert Welch produced and George Marshall directed, from a screenplay by Edmund Hartman and Robert O'Brien.

Running time, 92 minutes. General audience classification. For September release.

MANDEL HERBSTMAN

M-G-M Releases

(*Continued from page* 1)

Words" and "Summer Stock." Additionally in August there will be "A Lady Without Passport," starring Hedy Lamarr.

In September, there will be "A Life of Her Own," starring Lana Turner and Ray Milland; "Devil's Doorway" and "Toast of New Orleans," the latter a Technicolor musical starring Kathryn Grayson and Mario Lanza.

For October there will be three, "The Miniver Story," starring Greer Garson and Walter Pidgeon; "Right Cross" and "To Please A Lady," the latter starring Clark Gable and Barbara Stanwyck. In November, "King Solomon's Mines," in Technicolor will be released after "The Violent Hour" and "Two Weeks With Love." During December, four pictures will be released, headed by "Kim," in Technicolor, starring Errol Flynn; "Watch the Birdie," "Cause for Alarm" and "Pagan Love Song," in Technicolor, starring Esther Williams, Howard Keel and Ricardo Montalban.

Army Cites Schine WPTR

ALBANY, N. Y., July 18.—Louis W. Schine, vice-president of station WPTR and of Schine's circuit, accepted in a broadcast here a certificate of appreciation presented by the Army and Air Force for the station's cooperation in its radio programs.

Theatre Video Unit

(*Continued from page* 1)

membership, admitting members, and electing more directors and an executive committee, in accordance with NETTC's by-laws.

Marx Would Brief Exhibitors on Production Methods

HOLLYWOOD, July 18.—On the premise that exhibitors would have a better appreciation and understanding of studio problems by observing production at close range, Sam Marx, M-G-M producer, states he has initiated a project that would bring a group of theatremen here for a brief study of production.

One representative of each exhibitor association would be invited to Hollywood in a body for a "capsule course" in picture-making. The delegates then would return to their respective territories and report to their members.

Marx pointed out that, if exhibitor leaders become familiar with production problems, they would not be so critical of Hollywood methods. His proposal will be in the form of a letter to the presidents of the various theatre owners' associations throughout the country.

Taft Would Include

(*Continued from page* 1)

to attack any possible thought of a boost in the admission tax. "In view of industry conditions as placed before the Finance Committee," he said, "no one could think of increasing the admission tax unless his purpose was to completely eliminate one of the government's most important wartime means of communication."

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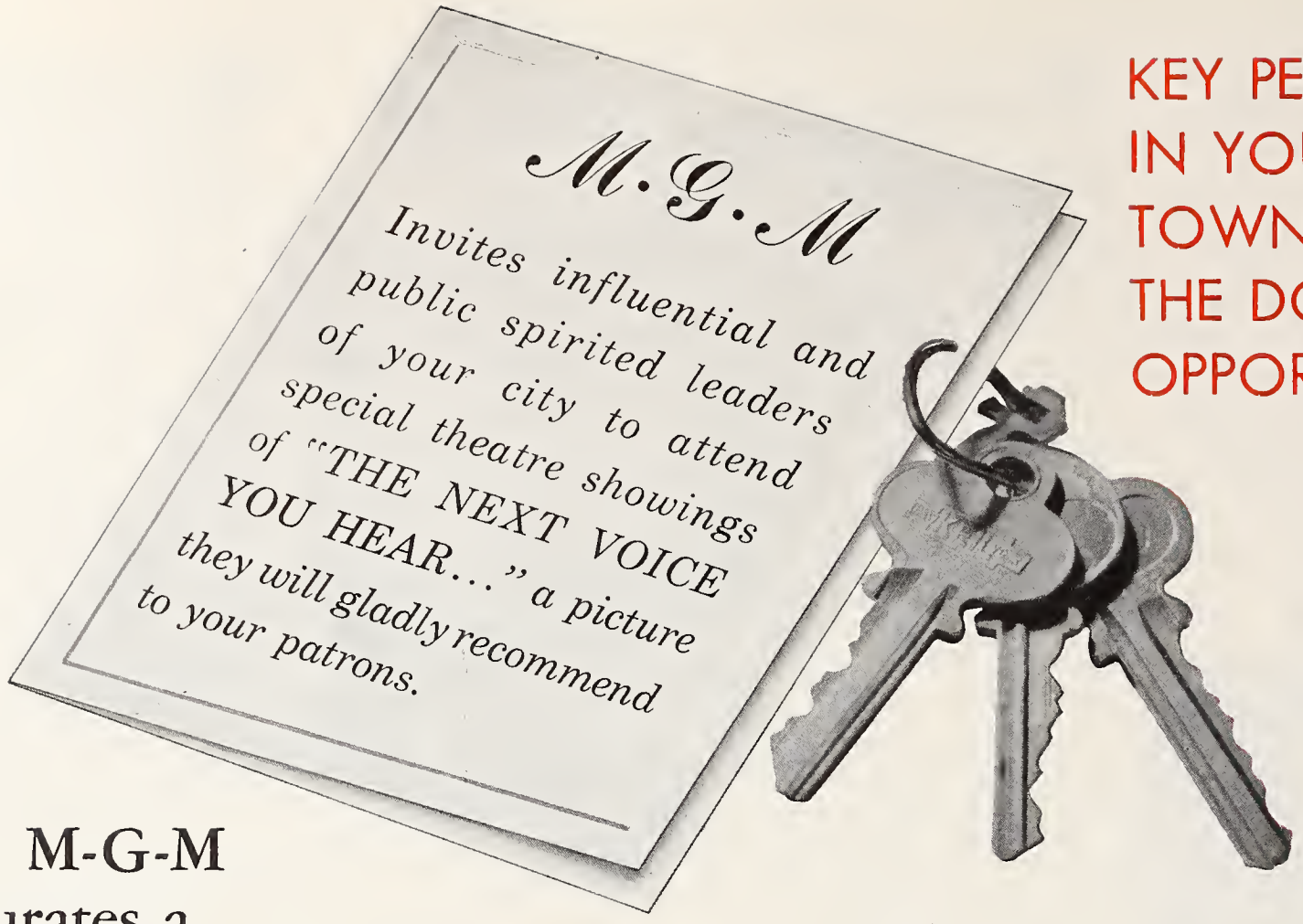

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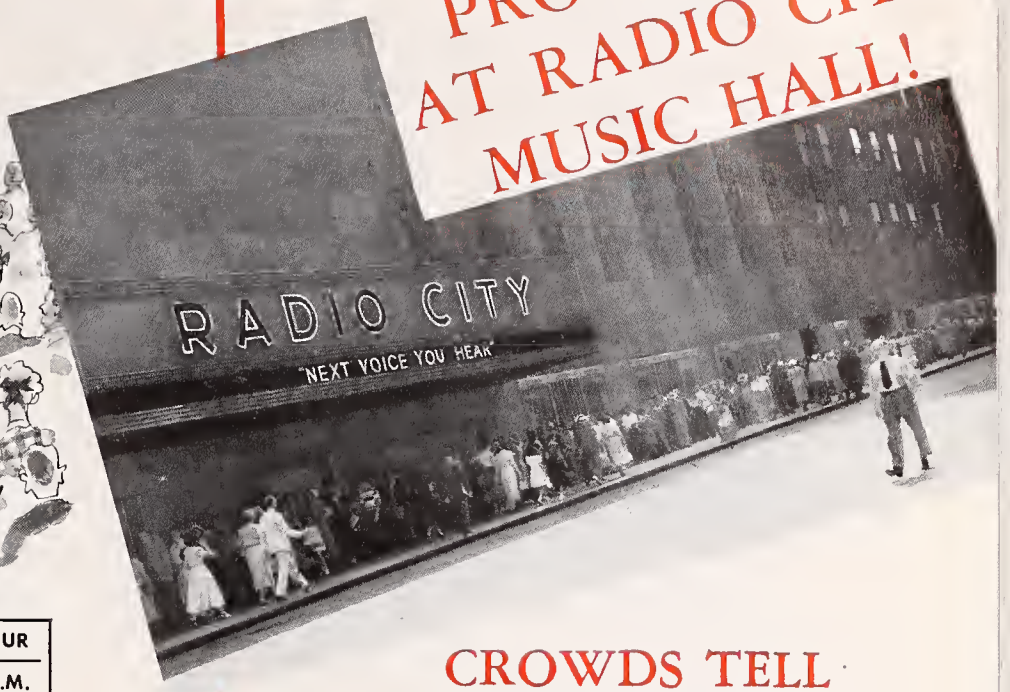
ADE SHOWS BELOW:

CITY, STATE	THEATRE	ADDRESS	DATE	HOUR
ALBANY, N. Y.	Delowore	290 Delowore Ave.	8/16	8:30 P.M.
ALTOONA, PA.	Logon	1116 11th Ave.	8/17	8:30 P.M.
ATLANTA, GA.	Loew's Grond	157 Peochtree St., N. E.	8/7	7:45 P.M.
BALTIMORE, MD.	Loew's Century	18 West Lexington	8/15	8:30 P.M.
BOSTON, MASS.	Loew's State	209 Mossochusetts Ave.	8/14	8:30 P.M.
BRIDGEPORT, CONN.	Loew's Poli	1325 Main St.	8/9	8:00 P.M.
CHARLESTON, S. C.	Comeo	343 King St.	8/14	8:30 P.M.
CHARLOTTE, N. C	Plozo	1610 Centrol Ave.	8/17	8:30 P.M.
CHICAGO, ILL.	Monroe	57 West Monroe St.	8/17	8:30 P.M.
CINCINNATI, OHIO	Ridge	6042 Montgomery Rd.	8/15	8:30 P.M.
CLEVELAND, OHIO	Loew's State	1515 Euclid Ave.	8/8	8:30 P.M.
COLUMBUS, OHIO	Loew's Ohio	43 Eost State St.	8/9	9:00 P.M.
DALLAS, TEX.	Wilshire	6106 Mockingbird Lane	8/16	8:30 P.M.
DAYTON, OHIO	Loew's Doyton	125 No. Moin St.	8/9	8:30 P.M.
DENVER, COL.	Tower	2245 Keorney St.	8/15	8:30 P.M.
DES MOINES, IOWA	Uptown	4115 University	8/16	8:30 P.M.
DETROIT, MICH.	Globe	35 Grond River	8/15	8:30 P.M.
EAU CLAIRE, WISC.	Hollywood	418 South Borstow	8/16	1:00 P.M.
EVANSVILLE, IND	Loew's Victory	600 Moin Street	8/14	8:30 P.M.
GREEN BAY, WISC.	West	405 W. Wolnut St.	8/15	8:30 P.M.
HARRISBURG, PA.	Regent	410 Morket St.	8/21	9:00 P.M.
HARTFORD, CONN.	Loew's Poli	591 Main St.	8/8	8:00 P.M.
HOUSTON, TEX.	Loew's State	1022 Moin Street	8/7	8:40 P.M.
INDIANAPOLIS, IND.	Loew's	35 N. Pennsylvonia	8/14	8:30 P.M.
JACKSONVILLE, FLA.	Son Morco	Son Marco Blvd.	8/17	8:30 P.M.
KANSAS CITY, MO.	Loew's Midland	1228 Main Street	8/14	8:15 P.M.
LANSING, MICH.	Southtown		8/17	8:30 P.M.
LITTLE ROCK, ARK.	Heights	5600 Kovonough Blvd.	8/16	8:30 P.M.
LOS ANGELES, CAL.	Four Star	5112 Wilshire Blvd.	8/14	8:30 P.M.
LOUISVILLE, KY.	Loew's State	625 So. 4th Street	8/14	8:45 P.M.
MEMPHIS, TENN.	Loew's Paloce	81 Union Ave.	8/7	8:00 P.M.
MERIDEN, CONN.	Loew's Poli Poloce	99 West Moin St.	8/15	8:00 P.M.
MILWAUKEE, WISC.	Tosa	6823 W. North Ave.	8/15	8:30 P.M.
MINNEAPOLIS, MINN.	Gronodo	3022 Hennepin Ave.	8/18	8:30 P.M.
MT. VERNON, ILL.	Stodium		8/17	8:00 P.M.
NEW HAVEN, CONN.	Loew's Poli	23 Church St.	8/9	8:30 P.M.
NEW ORLEANS, LA.	Loew's State	1108 Conal	8/7	8:15 P.M.
NORFOLK, VA.	Loew's Stote	340 Gronby St.	8/15	8:30 P.M.
NORWICH, CONN.	Loew's Poli	113-115 Broodwoy	8/8	8:00 P.M.
OAKLAND, CAL.	Tower	5110 Telegroph Ave.	8/16	8:30 P.M.
OKLAHOMA CITY, OKL	Will Rogers	4322 North Western	8/14	8:30 P.M.
OMAHA, NEBR.	Dundee	4952 Dodge St.	8/14	8:30 P.M.
PEORIA, ILL.	Beverly	1805 Knoxville Ave.	8/16	8:30 P.M.
PITTSBURGH, PA.	Loew's Penn	6th and Penn. Ave.	8/14	8:30 P.M.
PORTLAND, ORE.	Lourelhurst	2733 East Burnside	8/15	8:30 P.M.
PROVIDENCE, R. I.	Loew's State	220 Weybosset St.	8/7	8:15 P.M.
READING, PA.	Coloniol	651 Penn St.	8/22	9:00 P.M.
RICHMOND, VA.	Loew's Richmond	6th and Grace Sts.	8/15	8:30 P.M.
ST. LOUIS, MO.	Loew's State	8th and Washington	8/14	8:30 P.M.
SALT LAKE CITY, U.	Southeast	2121 South 11th East	8/14	8:30 P.M.
SAN DIEGO	Ken	4061 Adoms Ave.	8/16	8:00 P.M.
SAN FRANCISCO, CAL.	Loew's Warfield	980 Market St.	8/14	8:30 P.M.
SEATTLE, WASH.	Green Loke	7107 Woodlawn	8/15	8:45 P.M.
SPRINGFIELD, MASS.	Loew's Poli	194 Worthington St.	8/14	8:20 P.M.
TOLEDO, OHIO	Loew's Valentine	439 St. Clair St.	8/9	8:30 P.M.
TOPEKA, KANSAS	Co-ed	1401 Lane St.	8/16	8:15 P.M.
WASHINGTON, D. C.	Loew's Poloce	1306 F St., N.W.	8/7	8:30 P.M.
WATERBURY, CONN.	Loew's Poli	100 Eost Main St.	8/8	8:00 P.M.
WILMINGTON, DEL.	Loew's Aldine	808 Market	8/14	8:30 P.M.
WORCESTER, MASS.	Loew's Poli	4 Southbridge St.	8/8	8:00 P.M.

ALREADY A PROVEN HIT AT RADIO CITY MUSIC HALL!



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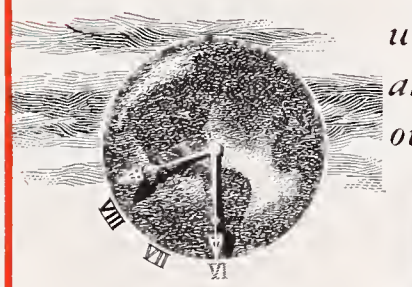

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Directed by WILLIAM A. WELLMAN

Produced by DORE SCHARY

A METRO-GOLDWYN-MAYER PICTURE

U. S. Earnings

(Continued from page 1)

self an indication that they are making advances along the road to economic recovery. Implicit in his statement was the promise that when recovery has been attained to a sufficient degree the people of the defeated nations once again will direct their attention to satisfying fully their entertainment requirements.

Maas returned here recently from several weeks in Japan and Korea. While in the latter country, which was involved in war a day or two after Maas left it for Japan, the MPEA head held "fruitful" discussions with South Korean officials. He explained this as meaning that spadework was accomplished toward expanding the possibilities for American films in that area which heretofore was virtually by-passed by American companies because theatre conditions were "deplorable" from the standpoints of cleanliness and facilities. The possibilities will have to be deferred, he said, "until after South Korea is reconquered." At present American companies have only $75,000 frozen in Korea after three years of MPEA operation there, Maas said by way of indicating how little that country had meant to U. S. distributors.

Maas amended recently published reports of the new Japanese remittance agreement with the disclosure that some 2,400,000,000 yen (approximately $7,000,000) earned by U. S. distributors still are frozen in Japan. This sum, he added, "is expected to be frozen for many years to come."

Demand Full UK Payments

(Continued from page 1)

president of the British Board of Trade.

The meeting marked the resumption of negotiations which bogged down May 26 at which time the British proposed, in addition to maintenance of the prevailing remittance provisions, adoption of a clause which would require American companies to produce as many films in England for the duration of the agreement as they did in 1949. The current agreement has two more years to run.

Johnston indicated that he could add nothing with respect to the rejection which was handed Wilson other than to explain that full convertibility is being pressed in view of the much advertised improvement in Britain's fiscal economy. No meeting of either the U. S. Embassy or the MPAA with the Labor Government has yet been set.

Questioned prior to today's parley, a BOT spokesman said the discussion would be exploratory only with Wilson awaiting the American comments on his proposals during previous talks. The spokesman agreed that in the event of irreconcilable viewpoints, it would be necessary for the British to face the possibility that the Americans would withdraw completely from Britain, but he emphasized his view that this is an unlikely extreme. He explained that it is obviously good business for both sides that the Americans continue their trade here.

The spokesman said he could not anticipate Wilson's answer to any further American representations, but admitted that Wilson regarded elimination of the unit plan of exhibition "highly desirable."

It was disclosed that the BOT is currently engaged in an investigation of the circumstances of last year's quota defaults which "certainly is a larger number than ever before." For the first time the BOT is seeking assistance in this regard from distributors.

Sixty unnamed exhibitors are lined up for likely prosecution, but this would be for first installment defaults only. Over 2,000 exhibitors applied for quota relief during the current year.

Wilson has given no indication to date when he is likely to make the anxiously awaited policy statement concerning the industry's future. This appears to indicate that the statement will not be made before Commons reconvenes in October following the summer recess.

It was confirmed that the film stock rationing order will be revoked in the near future. Revocation would restore to exhibitors freedom of choice of newsreels.

CBS Promotes Maguire

Thomas P. Maguire, Columbia Broadcasting System assistant sales manager, has been appointed sales service manager, succeeding C. E. Midgley, who has resigned to become manager of Ted Bates, Inc., television and media department.

Picks 4 More

(Continued from page 1)

bring the selected total to eight. There were three other features which the Soviet Film Ministry had indicated a desire to have under the agreement, but Maas said the MPEA was not in a position to supply those.

Asked whether the MPEA still cared whether the full 20 ultimately are selected, in light of the possibility of a third World War, Maas replied in the affirmative. He gave as the MPEA's reason the capability of Hollywood films to convey the American way of life, the premise being that only a good impression of this country could be gained by Russian audiences.

The four recently-selected pictures are: M-G-M's "The Yearling" and "The Wizard of Oz," and Warner's "The Sea Wolf" and "The Life of Emile Zola." Previously selected were Warner's "The Adventures of Mark Twain" and "The Sea Hawk," 20th-Fox's "Wintertime" and RKO Radio's "The Pearl." Among the films which MPEA was not in a position to supply because the Association's rights to them had expired were "Captain Kidd" and "Tarzan's New York Adventure." None of the selected films has been shown in Russia and presumably will not be until the full 20 are contracted for and remittance of $1,000,000 made.

The latest four were selected from a group of approximately 12 which Kanturek screened recently in Moscow for the Film Ministry. To date, 59 features have been shown to the Russians. This number was selected for screenings from a list of 200 submitted by the MPEA.

PARAMOUNT TRADE SHOWS

July 20th and 21st, 1950

• • •

RAY MILLAND · HEDY LAMARR
MACDONALD CAREY · MONA FREEMAN
HARRY CAREY, Jr. in

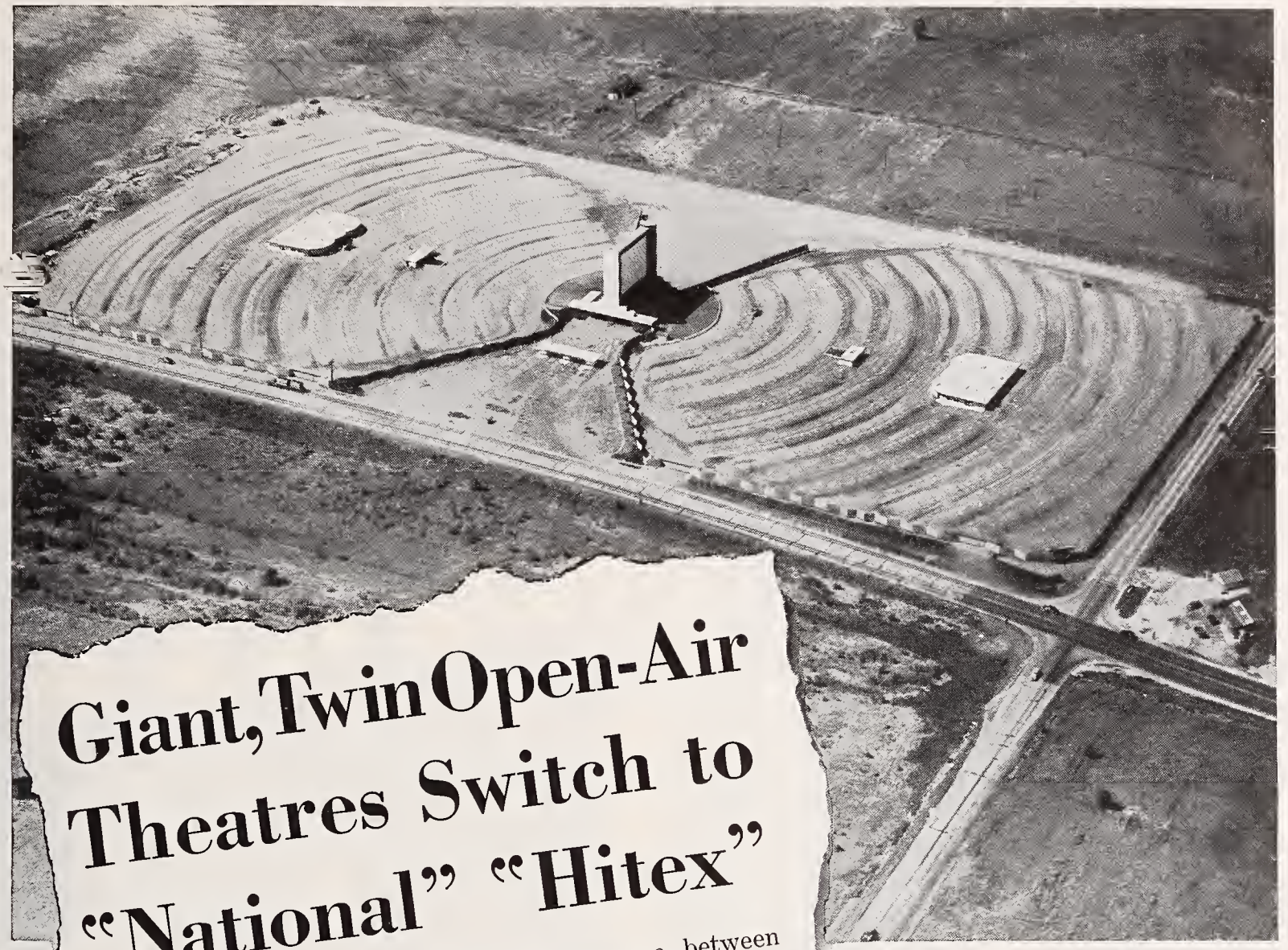
"COPPER CANYON"

A JOHN FARROW Production
Color by TECHNICOLOR

Produced by Mel Epstein · Directed by John Farrow · Screenplay by Jonathan Latimer · Story by Richard English

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	7:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N. W	2:30 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58 Berkeley Street	10 30 A.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305 S. Church Street	10 A.M.
*CHICAGO	PARAMOUNT PROJ. ROOM, 1306 S. Michigan Ave. (7/20)	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 E. 23rd Street	2 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 412 S. Harwood St.	2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout St.	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Ave.	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	2 P.M.
JACKSONVILLE	FLORIDA THEATRE SCREENING ROOM, Florida Thea. Bldg.	7 30 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1 30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	2:30 P.M
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North 8th St.	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	10:30 A.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 B'way (9th Floor)	10:30 A.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 W. Grand Avenue	1 P.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenpart St.	1 P.M
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P M
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND, ORE.	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949 Olive Street	1 30 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 E. 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	PARAMOUNT PROJ. ROOM, 2330 First Avenue	1:30 P M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N. W.	1:30 P M.

*NOTE: Will be shown on July 20th, only in Chicago



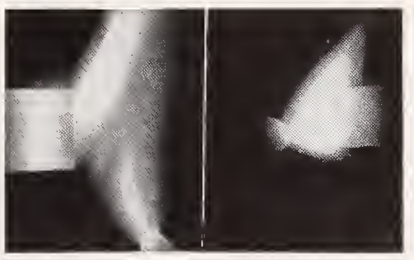
Giant, Twin Open-Air Theatres Switch to "National" "Hitex" Carbons!

The Twin Open-Air Theatres in Oak Lawn, Illinois, wishing to give their patrons the finest, brightest projection available, are now using "National" "Hitex" Super High Intensity projector carbons.

These two 63-foot screens, back to back, serve approximately 1000 cars each. The working distance between aperture plate and screen is 265 feet.

Obviously, in open-air theatres, projection light of terrific brilliance and power is a must. The new "Hitex" carbons provide the brightest point source of light ever produced by man for motion picture projection. This light is perfect in color balance, too. When you use "Hitex" carbons, you've got the best money can buy!

WHEN YOU BUY PROJECTOR CARBONS, BUY "NATIONAL"!



For complete information, write to National Carbon Division, Dept. MP.

The terms "National" and "Hitex" are trade-marks of

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UNION CARBIDE AND CARBON CORPORATION
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NOW...DOUBLE LIGHT AT NO EXTRA COST!

Specify the new and improved "Eveready" No. 1050 flashlight battery and you get more than double the usable brilliant white light for critical uses than is available from any other flashlight battery National Carbon has ever made. The battery is leakproof... NO METAL CAN TO LEAK OR CORRODE.

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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 13 NEW YORK, U. S. A., THURSDAY, JULY 20, 1950 TEN CENTS

Defense Plan's Impact On Industry Uncertain

Unknown Quantities Insofar As Films Are Concerned Include Material Curtailments. Mobilization, Taxes, Economic Controls

By J. A. OTTEN

WASHINGTON, July 19.—It will be quite sometime before it is known exactly what impact President Truman's all-out defense program will have on the film industry.

The impact depends first of all on how much of what the President asked Congress will give, and when it gives it. Then it depends on exactly how those powers are administered.

Among the demands of the President which could affect the industry are these:

Measures to give the government power to allocate materials to defense production and limit the use of materials for non-essential purposes, including the power to requisition supplies and materials;

Restraints on consumer credit;

Mobilization of considerable additional manpower into the Armed Services, which may drain workers from the film industry;

Higher taxes—the President said, "we must make every effort to finance the greatest possible amount of needed expenditures by taxation." His exact tax recommendations will come later, and will probably include an excess profits tax.

The material controls could operate to check theatre building. The higher taxes might—although not probably—include a boost in the admission tax, but they almost certainly will boost the taxes paid by most corporations.

One benefit: The film industry's greatest competitor, television, would probably be hurt even more. The material controls and the consumer credit restraints could deal body blows

(Continued on page 4)

U. S. Demands Seen Speeding Pact Solution

Penalty and Bonus Plan Still Stumbling Block

LONDON, July 19.—The U. S. delegation's dramatic demand yesterday for full convertibility in dollars of industry funds earned in the U. K. is regarded by British Board of Trade officials as an opening move in negotiations expected to develop a solution within a matter of days, it was learned here today.

No meeting of either side of the negotiators was held today but it is understood talks occurred between the U. S. Embassy and the Foreign Office on the subject of film remittances.

The feeling here is that further talks will be prolonged, yet it is known that Eric Johnston, Motion Picture Association of America president, is definitely due in America by Aug. 2. Johnston will be a guest of J. Arthur Rank at the latter's country home tonight.

It is generally accepted here that

(Continued on page 8)

More Banks Slate Independent Film Financing: Seltzer

A number of American banking institutions that have never engaged in independent motion picture financing are currently "eyeing potentialities seriously," according to independent Hollywood producer Frank Seltzer. Here for the opening at the New York Paramount of his latest film, "711 Ocean Drive," which Columbia is releasing, Seltzer said yesterday

(Continued on page 8)

Bankers Trust Loan Policy Unchanged

New production loans in process for Sidney Buchman, Edward Small and Louis de Rochemont, involving approximately $3,000,000, do not signify any change in the production financing policies of Bankers Trust Co., D. C. Hickson, vice-president in charge of film loans, asserts.

Bankers Trust has approximately $20,000,000 out on loan in the industry, exclusive of the above three

(Continued on page 8)

TV Takes Truman's Message on Korea To Para. Screen

Full audience for the late show at the Paramount Theatre here last night had its entertainment as usual along with a full-scale television view of President Truman as he spoke from Washington on the Korean crisis. Cabled to all New York stations, the telecast was picked up by the theatre with the specially-devised Paramount TV equipment.

Photographed from a standard tube with the film processed and projected on the large screen in less than 60 seconds, the video images were clear

(Continued on page 4)

MPIC Pledges Aid In War Emergency

HOLLYWOOD, July 19.—The Motion Picture Industry Council tonight pledged its full cooperation with and through the Council of Motion Picture Organizations in whatever undertakings may devolve upon the film

. (Continued on page 4)

Mary Pickford Set For Key U. A. Role

That Mary Pickford will have an authoritative role in the affairs of United Artists following disposition of the major part of her stock interests became further apparent here yesterday with the disclosure that she will serve on a four-member executive committee of the board of directors. Miss Pickford also is a UA vice-president.

Also on the committee, which will concern itself with top-level policy matters, are board chairman Paul V. McNutt, president Frank L. McNa-

(Continued on page 8)

COMPO Officially Throws In Sponge on Tax Repeal

WASHINGTON, July 19.—The tax committee of the Council of Motion Picture Organizations has officially thrown in the sponge on the campaign to reduce the admission tax at this session of Congress.

Members of the committee voted "Yes" when queried by chairman Abram F. Myers whether the committee should halt all industry communications to Congress for tax relief and assemble the committee's records and turn it over to COMPO.

Accordingly, a letter is going out to all Congressmen who pledged themselves to tax relief, thanking them for their support and saying that the industry recognizes that the national interest comes first and that it does not see how Congress could do otherwise than defer action on the House-ap-

(Continued on page 4)

Harmon in Capital On Int'l. Situation

Washington, July 19. — Francis Harmon, selected by the Motion Picture Association of America to act as liaison with the government during the present international emergency, was here today lining up appointments for next Tuesday with top officials of the State and Defense Departments and National Security Resources Board. Harmon will endeavor to find out exactly where the film industry fits in the government's mobilization plans.

Industry Campaign Under Way in U. K.

LONDON, July 19.—The industry's "Better Business" campaign is well under way, as suggested originally some weeks ago by Charles Einfeld, 20th Century-Fox advertising-publicity vice-president.

Exhibitors have agreed to the scale of rentals for the 12 special industry shorts and the first subject will be released Sept. 18. Free posters will be

(Continued on page 8)

Petition High Court In 'Boundaries' Case

In announcing that a petition will be filed in U. S. Supreme Court in the "Lost Boundaries" case, Samuel I. Rosenman, attorney for the producer, Louis de Rochemont, declared here yesterday that, "We believe the time is ripe for the Supreme Court to decide whether state and local motion picture censors are completely free from the constitutional restraint that protects all other means of communication."

The U. S. Circuit Court of Appeals last week ruled in favor of the Atlanta censor in banning the picture.

Advance Events for 'Arrow' Premieres

BROKEN ARROW, Okla., July 19.—Statewide preparations for a schedule of festivities stemming from the efforts of the 3,000 citizens of this frontier city, who are participating with the population of Tulsa, have been gaining in momentum since news that 20th Century-Fox's "Broken Arrow" will have twin premieres here and in Tulsa on Friday.

The premieres were decided upon for the two localities following requests to 20th-Fox president Spyros P. Skouras by Gov. Roy J. Turner, U. S. Senator Elmer Thomas and commentator-columnist Cal Tinney, as well as the Chamber of Commerce.

Thursday will be "Broken Arrow Day," proclaimed by Tulsa's Mayor George H. Stoner, who has joined with that city's Chamber of Commerce in holding an outdoor luncheon to be attended by civic and social leaders, merchants, more than 100 representatives of American Indian societies; mayors of neighboring cities; entertainers and theatremen.

Fifty-five key city nationwide openings have been set for 20th Century-Fox's "Broken Arrow," following its world premiere at the Roxy here tonight. Majority of the bookings are for next month.

'Art' Film Opens in 12 N. Y. Theatres

J. Arthur Rank's "A Run for Your Money," released by Universal-International, will open Tuesday in 12 Greater New York theatres in a saturation booking termed unusual by U-I for an "art" picture. The theatres are pooling advertising budgets to back the day-and-date engagement with joint newspaper advertising.

Participating are the Gramercy Park, Eighth Street Playhouse, Embassy, Riviera, Beverly and 68th Street Playhouse in Manhattan, the Ascot in the Bronx, Vogue in Brooklyn, Center in Long Island City, Parkway, Mt. Vernon, Pix, White Plains, and the Squirc, Great Neck.

Personal Mention

KAY HARRISON, Technicolor director, and MRS. HARRISON and IRVING FEIN, publicity manager for JACK BENNY, are among passengers who will arrive here today from Europe on the *S. S. Queen Elizabeth.*

•

SAMUEL GOLDWYN, JR., and JENNIFER HOWARD, daughter of the late CLARE EAMES, actress, and the late SIDNEY HOWARD, playwright, are to be married at the end of August in Berkeley, Cal.

•

WILLIAM HEATH, Republic salesman at Omaha, is in the Veteran's Hospital, Lincoln, Neb., recovering from injuries suffered in an automobile accident.

•

WILLIAM POWELL, formerly manager of the Parkway Drive-in, Springfield, Mass., has joined Phil Smith Theatres as Midwest district drive-in manager.

•

DAVID DIAMOND, Monogram producer, who returned to Hollywood from New York on Monday, will leave there today for San Francisco.

•

GEORGE E. SAWYER, manager of the Victory Theatre, New London, Conn., is recovering from an emergency appendectomy.

•

MITCHELL RAWSON of M-G-M's publicity department is in St. Vincent's Hospital here recovering from a broken leg.

•

ROBERT GOLDSTEIN, New York representative of the U-I studios, is in London.

•

SAM GERMAINE, 20th Century-Fox salesman at New Haven, has returned to his office following an operation.

•

E. A. DUPONT, producer, left here yesterday for the Coast.

E. J. MANNIX, M-G-M studio executive, who has been in Rome on location, left here yesterday by plane for Hollywood.

•

ROGER ALBRIGHT, Motion Picture Association of America's director of educational services, was in Omaha this week from the Coast to address the Audio-Visual Aid Workshop conference sponsored by the University of Omaha.

•

JAMES M. MEAD, former U. S. Senator from New York, was the guest of the Coast Society of Independent Motion Picture Producers at a luncheon yesterday at Perino's, Hollywood.

•

CHARLES RYWECK, of Columbia's home office pressbook department, and MRS. RYWECK are the parents of their first child, MITCHELL IRA, born at Brooklyn Jewish Hospital.

•

CY HOWARD, Paramount writer and associate producer, is in New York following a Berumuda vacation and will leave Friday for the Coast.

•

ALFRED HITCHCOCK, director, and WILLIAM GUTHRIE, head of Warner's location department, are in New York from the Coast.

•

LAMAR MCGARITY, of Columbia's booking department at Atlanta, and MRS. MCGARITY are the parents of a daughter.

•

PITT HOLMES, of M-G-M's Memphis sales staff, has returned there from New York and Washington.

•

HENRY L. NATHANSON, president of M-G-M of Canada, has returned to his Toronto headquarters.

•

MORT GOODMAN, Republic publicist, is in San Francisco from Hollywood.

Coming Events

July 26-27—National Allied Caravan meeting, Chicago.
July 26-27—Allied Exhibitors Association of Illinois meeting, Chicago.
Aug. 7—IATSE executive board meeting, Hotel Statler, Detroit.
Aug. 9—Cinema Stamp Collectors meeting, Hotel Astor, New York.
Aug. 10-13—IATSE district representatives meeting, Hotel Statler, Detroit.
Aug. 14-18—IATSE 40th biennial convention, Masonic Temple, Detroit.
Aug. 30-31—West Virginia Theatre Managers Association annual convention, Greenbrier Hotel, White Sulphur Springs, Va.

Rosenquest to Buy For Warner in N. J.

Harry E. Rosenquest has been named Warner Theatres film buyer for the New Jersey zone by Harry M. Kalmine, president and general manager. Rosenquest goes to New Jersey with a background of 30 years in distribution and theatres.

He started with General Film; then went to Vitagraph. He was assistant to the sales manager for Preferred Pictures and then joined Universal. He joined Warner 21 years ago as Central division manager of Vitaphone, was promoted to assistant sales manager of Vitaphone from which post he was promoted to the film buying department of Warner Theatres as short subjects buyer, and was then made feature buyer.

Cal. Theatres Assn. Reelects L. S. Hamm

SAN FRANCISCO, July 19.—New officers elected at the California Theatres Association luncheon here are L. S. Hamm, president; Ben Levin, first vice-president; Jerry Zigmond, second vice-president; Graham Kislingbury, secretary; H. P. Franklin, treasurer. Reappointed were Hulda McGinn, public relations, and Charles M. Thall, executive manager.

Jim Fater Is Named Columbia Manager

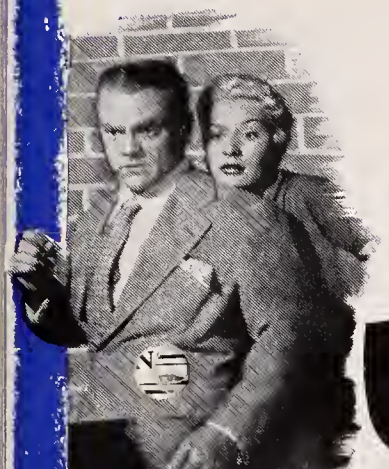
BUFFALO, July 19.—Jim Fater, salesman in the Central New York territory for Columbia, has been appointed manager of the local exchange of the same company, succeeding Phil Fox, who was recently promoted to the management of the Columbia office in Cincinnati.

'Sunset' to Follow 'Men'

Paramount's "Sunset Boulevard" will not go into Radio City Music Hall here on Aug. 17, as previously announced, but instead will follow United Artists' "The Men" at that theatre. The latter will open at the Hall today.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

AS ONLY JAMES CAGNEY CAN PORTRAY IT!



The crimson-stained career of Ralph Cotter, thug with a heart – – of ice!

"KISS TOMORROW GOODBYE"

WARNER BROS.' new Cagney hit out-thrills them all!

ALSO STARRING
BARBARA PAYTON · HELENA CARTER · WARD BOND WITH LUTHER ADLER BARTON MACLANE

PRODUCED BY
WILLIAM CAGNEY

DIRECTED BY
GORDON DOUGLAS

Screen Play by Harry Brown From Horace McCoy's "Kiss Tomorrow Goodbye"

A CAGNEY PRODUCTION

DISTRIBUTED BY WARNER BROS.

Film Stocks Rise On Korean News

Some film stock quotations pushed upward with the general market rise yesterday as news from Korea brightened. Loew's and United Paramount Theatres showed the greatest gains, the former closing at 15⅞, up 1⅛ and UPT closing at 17⅜, up 1½. Advances were also registered by Paramount Pictures, closing at 18⅝, up ¼; 20th Century-Fox, closing at 19, up ⅛, and Warner's, closing at 12⅜, up ⅛. Columbia, RKO Radio and Republic closed with no change at 11, 6¼ and 3⅛, respectively. Universal closed at 7⅝, off ⅛ after Tuesday's gain of ¼.

Defense Plans

(*Continued from page* 1)

to the burgeoning television industry.

The film industry will probably also be helped by the fact that people will once again need escape and diversion from the all-out production and war effort. Again, however, it may be hurt by the fact that some inflation is almost certain, and that due to this and higher taxes there will be less to spend on entertainment.

Some Curbs Inevitable

Even if Congress balks at giving the President the all-out economic controls he asks, it will at least approve some sort of voluntary allocation on critical materials, and even this would probably curb theatre building.

The higher taxes, whenever asked, probably will not be enacted until December or early next year. Even with the critical international situation, Congress does not feel like enacting a tax boost before the fall elections.

New Republic Unit Chartered in Albany

ALBANY, N. Y., July 19.—Republic Pictures of Italy, Inc., has registered for a corporate certificate here. Incorporators are Douglas T. Yates, Harry Marcus and Rene A. Durand.

The new unit, with headquarters in Rome, will be used as a distribution office for Republic in Italy. Henry Lombrosa, Republic's supervisor in Rome, will head the distribution office.

U. S. Information Plan Held More Important in Crisis

WASHINGTON, July 19.—The State Department's Advisory Commission on Information, set up to guide the Department on its overseas information program, has told Congress that the Korean war made it more important than ever that the program be expanded.

"The Korean aggression," the Commission said in its semi-annual report, "has made it all the more imperative that we intensify our effort to give the true picture of America, her intentions and actions, than it has ever been before."

The Commission expressed strong approval of President Truman's recent request for an additional $89,000,000 for the information program during the current fiscal year. A House appropriations sub-committee has opened hearings on the request.

Truman's Message

(*Continued from page* 1)

and well lighted, the quality being up to any of the numerous past events which the Paramount has reproduced.

Obviously it was a "first" for many in the audience which was made up in part of tourists whose home towns cannot boast of theatre TV as—or almost as—the real action is taking place.

President Truman's address began at 10:30, EDST, fitting in smoothly wth the theatre's program schedule. The last stage presentation concluded at 10:26, resulting in an interlude of only four minutes. Two runnings of the feature, "711 Ocean Drive," followed the video showing with the break coming at 2:50 this morning.

MPIC Pledges Aid

(*Continued from page* 1)

industry in case of a war emergency. The organization devoted its regular meeting to an exhaustive review of the services rendered by the Hollywood Victory Committee and similar bodies created during World War II, which was prior to formation of the MPIC, and discussed ways and means for combining the necessary functions in a unified manner.

The meeting, still in progress at press time, also was to take up the selection of a representative to attend forthcoming conference of the MPIC, the Motion Picture Association of America and the Society of Independent Motion Picture Producers with the U. S. State Department at latter's invitation.

a most unusual picture
A HOLLYWOOD STORY!

Move to Alleviate Film Import Duty

WASHINGTON, July 19.—The House Ways and Means Committee has approved a bill sponsored by the Motion Picture Association of America to make it easier for film companies to use magnetic sound film or tape on features, shorts and newsreel footage shot overseas.

The present tariff act taxes imports of film on a linear foot basis. The same rate applies both to the picture portion and to the photographic sound track, usually imported separately. Recently, however, new processes have been developed for recording sound, including magnetic film and tape, and the companies have contemplated using these systems in shooting films abroad. But the Customs Bureau has told them the magnetic film or tape would be taxed on an *ad valorem* basis, involving much complicated figuring of the sound track's value and the studios have held off using the new processes.

At the MPAA's request, Rep. King (D., Calif.) introduced a bill which would tax magnetic film or tape for shorts or features at one cent a foot, just as most present film sound track is taxed, and which would allow magnetic film or tape on newsreels to come in duty-free, just as regular newsreel sound tracks now enter. This measure has been reported out by the Ways and Means Committee.

Para. Sets 12-City Tour for Heston

Paramount has scheduled a 12-city tour for actor Charlton Heston to promote his first film, "Dark City," a Hal Wallis production for Paramount release.

Paramount advertising and publicity vice-president Max E. Youngstein and Jerry Pickman and Sid Mesibov of the home office have alerted Paramount fieldmen and sales representatives in the territorial exchanges to be visited by Heston. To date these include: Boston, where Heston will begin his tour on Aug. 8, and the following cities: Philadelphia, Aug. 9-10; Washington, Aug. 11; Cleveland, Aug. 14; Detroit, Aug. 15-16; Chicago, Aug. 17-18; Kansas City, Aug. 21; St. Louis, Aug. 22; Dallas, Aug. 23, and Atlanta, Aug. 24-25.

Michalson to Realart; Seattle Office Moves

William Michalson, former 20th Century-Fox publicist, has joined the Washington Realart exchange as a combination salesman and publicist.

Realart's Seattle distributor, Favorite Films, has moved into the quarters formerly used there by Film Classics.

Kaufman to M-G-M

Ben Kaufman has been named to M-G-M's field press relations department under Dan S. Terrell, exploitation manager, and will leave in a few days for Buffalo to take over the Buffalo-Albany area, formerly handled by Floyd Fitzsimmons who was recently transferred to Boston.

See Present Crisis Benefitting Industry

Washington, July 19.—The tense international situation may be of benefit to the industry, according to some forecasters here. They see people turning back to films for escape and entertainment, the industry's role in producing films for the defense effort and entertaining the expanding Armed Services and last and most important, the likelihood that television, the films' major competitor, will be sharply curtailed. Television people here are extremely worried. They forsee controls on buying television sets to prevent installment buying, which will cut sales to practically nothing, and severe material curbs which will cut set production sharply.

Tax Repeal

(*Continued from page* 1)

proved tax bill pending clarification of the international situation. When the war clouds pass, the letter adds, COMPO hopes Congress will vote to eliminate the admission tax.

Myers said the tax committee staff would spend another two to three weeks getting the records in shape and that would be the end. He added that he did not favor keeping the committee on a stand-by basis on the chance the President might propose a boost in the admission tax as one of the ways of financing the increased defense spending. If and when such a boost were proposed, he indicated, COMPO could set up a new committee.

The President in his message to Congress today gave no indication of exactly what increased taxes he would propose. He said that in increasing taxes, "We must provide for a balanced system of taxation which makes a fair distribution of the tax burden among the different groups of individuals and business concerns in the nation."

Myers said he thoroughly agreed with a literal interpretation of this recommendation. "When the President says taxes should be fairly distributed among the business groups, I completely agree," he said. "We cannot add to the burden of industries like the motion picture industry, already staggering under the tax load. A literal interpretation might mean easing the taxes on the motion picture industry and other wilting industries and put them on industries that are flourishing."

Myers admitted he had television in mind as one of the industries that should be more heavily taxed under the present set-up. He refused to predict whether the President's final tax recommendations would follow the literal interpretation.

Meltzer Quits Telenews

Newton E. Meltzer, Television Productions program development director and with the company since the inception of Telenews Newsreel two and one-half years ago, has resigned to devote his time entirely to free-lance writing and directing.

PRODUCTION OF FOOTAGE WITH COLOR BY TECHNICOLOR PASSES TWO BILLION MARK

This footage **would encircle the Earth 15 times.**

To run through a projector would require **42 years.**

Shown on the motion picture screen, it has provided inestimable pleasure to countless millions.

TECHNICOLOR

IS THE TRADE MARK OF

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO
June 4	(June Releases) GDDD HUMDR MAN Jack Carson C—82 min. (Rev. 5/29/50) FDRTUNES DF CAPTAIN BLOOD Louis Hayward D—91 min. (Rev. 5/17/50) STATE PENITENTIARY Warner Baxter D—66 min. (Rev. 5/16/50) HOEDOWN Eddy Arnold O—64 min. (Rev. 6/26/50) TEXAS DYNAMD Cherles Starrett O—54 min. (Rev. 6/8/50)	(June Releases) THE TDRCH Paulette Goddard D—90 min. (Rev. 5/11/50) EYE WITNESS Robt. Montgomery Leslie Banks D HIGH LDNESOME (Color) John Barrymore, Jr. Chill Wills D TIMBER FURY David Bruce D—63 min. IT'S A SMALL WDRLD Paul Dale Lorraine Miller D—74 Min. (Rev. 6/5/50)	FATHER OF THE BRIDE Spencer Tracy Elizabeth Taylor CD—93 min. (Rev. 5/10/50) THE SKIPPER SURPRISED HIS WIFE Robert Walker Joan Leslie C—85 min. (Rev. 5/11/50) CRISIS Cary Grant Jose Ferrer D—96 min. (Rev. 6/16/50) DUCHESS DF IDAHD Esther Williams Van Johnson M-C—98 min. (Rev. 6/14/50) HAPPY YEARS Dean Stockwell Scotty Beckett D—110 min. (Rev. 5/25/50) MYSTERY STREET Ricardo Montalban Sally Forrest D—94 min. (Rev. 5/17/50) THREE LITTLE WDRDS (Color) Fred Astaire Vera-Ellen M—102 min. (Rev. 7/7/50) A LADY WITHDUT PASSPDRT Hedy Lamarr John Hodiak D—84 min. (Rev. 7/13/50)	HUMPHREY TAKES A CHANCE Joe Kirkwood Leon Errol C-D SIDE SHDW Don McGuire Tracey Roberts D—67 min. (Rev. 6/13/50) LDST VOLCANO Johnny Sheffield Donald Woods D—76 min. (Rev. 6/30/50) (Stratford) FDR THEM THAT TRESPASS Richard Todd D—95 min. ARIZDNA TERRITDRY Whip Wilson O SNDW DDG Kirby Grant Elena Verdugo D CDUNTY FAIR (Color) Rory Calhoun D—76 min.	(June Release) EAGLE AND THE HAWK (Color) John Payne Rhonda Fleming D—104 min. (4916) (Rev. 2/3/50) (Reissue) SO PRDUDLY WE HAIL Claudette Colbert Paulette Goddard D—126 min. (Rev. 6/22/43) (Reissue) WAKE ISLAND Brian Donlevy D—87 min. (Rev. 8/12/42) (July Releases) THE LAWLESS Macdonald Carey Gail Russell D—83 min. (4923) (Rev. 4/7/50) MY FRIEND IRMA GDES WEST John Lund Marie Wilson C—91 min. (Rev. 5/31/50) (Aug. Releases) THE FURIES Barbara Stanwyck Wendell Corey D—109 min. (4926) (Rev. 6/27/50) SUNSET BDULEVARD William Holden Gloria Swanson D—110 min. (4927) (Rev. 4/17/50)	THE AVENGERS John Carroll Adele Mara D—90 min. (Rev. 6/13/50) TRIGGER, JR. (Color) Roy Rogers Dale Evans O—68 min. (Rev. 7/3/50) CDVERED WAGON RAID Alan Rocky Lane O—60 min. (Rev. 7/10/50) TRIAL WITHDUT JURY Robt. Rockwell D THE DLD FRDNTIER Monte Hale O JUNGLE STAMPEDE George Breakston (travelogue) REDWDDD FDREST TRAIL Rex Allen O VIGILANTE HIDEDUT Alan Rocky Lane O THE SHDWDDWN Wm. Elliott Walter Brennan D—86 min.	THE SECRET FURY Claudette Colbert Robert Ryan D—85 min. (Rev. 4/26/50) WDMAN DN PIER 13 Laraine Day Robert Ryan D—73 min. (Rev. 9/21/49) THE WHITE TDWER Glenn Ford Valli D—98 min. (Rev. 6/14/50) WHERE DANGER LIVES Robert Mitchum D—84 min. (Rev. 6/16/50) BDRN TD BE BAD Joan Fontaine Robert Ryan D TREASURE ISLAND (Color) Bobby Driscoll Robert Newton D—96 min. (Rev. 6/21/50) DUR VERY DWN Ann Blyth Farley Granger D—93 min. (Rev. 3/20/50) CDME SHARE MY LOVE Fred MacMurray Irene Dunne C-D	(June Releases) NIGHT AND THE CITY Richard Widmark Gene Tierney D—95 min. (Rev. 5/23/50) LDVE THAT BRUTE Paul Douglas Jean Peters CD—85 min. (Rev. 5/10/50) (July Releases) THE GUNFIGHTER Gregory Peck Helen Westcott D—84 min. (015) (Rev. 4/26/50) WHERE THE SIDEWALK ENDS Dana Andrews Gene Tierney D—95 min. (Rev. 6/26/50) (Aug. Releases) STELLA Ann Sheridan Victor Mature C-D BRDKEN ARROW (Color) James Stewart Debra Paget D—92 min. (Rev. 6/12/50) CARIBDD TRAIL (Color) Randolph Scott Gabby Hayes O-81 min. (Rev. 6/30/50)	IRDQUDIS TRAIL George Montgomery Brenda Marshall O—85 min. (Rev. 6/8/50) DNCE A THIEF Marie MacDonald Caesar Romero D—88 min. (Rev. 6/26/50) THE UNDERWORLD STORY Dan Duryea Gale Storm D—90 min. (Rev. 3/28/50) THE ADMIRAL WAS A LADY Edmond D'Brien Wanda Hendrix C—87 min. (Rev. 5/5/50)	(June Releases) CURTAIN CALL AT CACTUS CREEK (Color) Donald D'Connor Gale Storm C—86 min. (Rev. 5/24/50) SIERRA (Color) Wanda Hendrix Audie Murphy O—83 min. (Rev. 4/26/50) SPY HUNT Marta Toren Howard Duff (Rev. 6/8/50) (July Releases) WINCHESTER 73 James Stewart Shelley Winters D—92 min. (Rev. 6/7/50) PEGGY (Color) Diana Lynn Charles Coburn CD—77 min. (Rev. 6/20/50) ADAM AND EVALYN Stewart Granger Jean Simmons C—92 min. (Rev. 11/21/49) (Aug. Releases) ABBDTT AND CDSTELLD IN THE FOREIGN LEGIDN Bud Abbott Lou Costello C—79½ min. (Rev. 7/13/50) DESERT HAWK Color Yvonne DeCarlo Richard Greene D LDUISA Ronald Reagan Chas. Coburn C—90 min. (Rev. 5/31/50) MADNESS OF THE HEART Margaret Lockwood Paul Dupuis D	CAGED Eleanor Parker D—96 min. (Rev. 5/2/50) THIS SIDE DF THE LAW Kent Smith Viveca Lindfors D—74 min. (Rev. 5/31/50) RETURN DF THE FRDNTIERSMAN (Color) Gordon MacRae Julie London D—78 min. (Rev. 5/16/50) BRIGHT LEAF Gary Cooper Patricia Neal Lauren Bacall D—110 min. (Rev. 5/24/50) GREAT JEWEL RDBBER David Brian D—91 min. (Rev. 6/13/50) FLAME AND THE ARRDW (Color) Burt Lancaster Virginia Mayo D—88 min. (Rev. 6/20/50) 50 YEARS BEFDRE YDUR EYES (Documentary 73 min.) (Rev. 6/20/50) KISS TOMORROW GDDDBYE James Cagney Barbara Peyton D	FALLEN IDDL Ralph Richardson D-94 min. (Rev. 10/4/49) (Release: June) THE THIRD MAN Joseph Cotten Velli Drson Welles D—104 min. (Rev. 1/31/50) (Release: June) LIPPERT FAST ON THE DRAW Jim Ellison D—55 min. (Release: 6/30/50) RDCKETSHIP XM Lloyd Bridges D—77 min (Release: 6/2/50) (Rev. 5/3/50) MDTOR PATRDL Don Castle D—67 min. Release: 6/6 (Rev. 5/10/50) HI-JACKED Jim Davis Marsha Jones D—66 min. (Release: 7/14/50) (Rev. 6/23/50) I SHDT BILLY THE KID Don Barry O (Release: 8/4/50) TRAIN TO TOMBSTONE Don Barry D (Release: Aug.)
June 11												
June 18												
June 25	(July Releases) RDGUES DF SHERWDDD FDREST (Color) John Derek Diana Lynn D—80 min (Rev. 6/16/50) 711 DCEAN DRIVE Edmond O'Brien Joanne Dru D—102 min. (Rev. 7/12/50) BEYDND THE PURPLE HILLS Gene Autry O—70 min. CAPTIVE GIRL Johnny Weismuller Buster Crabbe D—73 min. (Rev. 4/24/50) DAVID HARDING, CDUNTERSPY Willard Parker D—71 min. (Rev. 5/24/50)											
July 2												
July 9		(July Releases) GDLDEN SALAMANDER Anouk D—96 min. NAUGHTY ARLETTE Mai Zetterling D—86 min. THE BLUE LAMP Dirk Bograde D—84 min. (Rev. 6/1/50)										
July 16												
July 23	(Aug. Releases) IN A LDNELY PLACE Humphrey Bogart Gloria Grahame D—94 min. (Rev. 5/17/50) CDNVICTED Glenn Ford Broderick Crawford D-91 min. DN THE ISLE DF SAMDA Jon Hall Susan Cabot D—65 min. BEWARE DF BLDNDIE Penny Singleton Arthur Lake O—66 min. (Rev. 4/3/50) STREETS DF GHDST TDWN Charles Starrett Smiley Burnette O—54 min.											
July 30		(Aug. Releases) DESTINATIDN MDDN (Color) John Archer Warner Anderson D—91 min. (Rev. 6/26/50) THE SUN SETS AT DAWN Walter Reed D										
Aug. 6												
Aug. 13												

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Droma. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.]

Reviews

"Death of a Dream"

(United World-Eagle Lion Classics)

A TIMELY, informative and patently exploitable 45-minute feature documentary is presented here by Embassy Productions, Inc. "Death of a Dream," sub-billed as "Prelude to Korea," borrows its timeliness from the fact that its main point of argument—that the fate of China is the key to the world's political future—has been graphically demonstrated by the recent outbreak of hostilities in Korea.

Written and narrated by Quentin Reynolds, the film pursues a swift course across the salient political and military events of the last four decades. While virtually all the material presented will be familiar to regular viewer of newsreels, since newsreel clips were the principal source of the footage used, the events unfold upon the screen with vibrancy and speed, making for exciting watching and listening.

Hitler, Mussolini and the Jap war lords in their heyday are shown, and there are shots of President Wilson during the days when the League of Nation was born. Battle scenes of World Wars I and II re-explode with force and fury, lending emphasis to Reynolds' persistent admonition that Soviet Russia has conquered China by means of the Chinese Communists with a view to stabbing at non-Communist areas. He suggests that the U.S. made a mistake in not supporting the Chinese Nationalists to the hilt, and urges that we now adopt the strategy of boycott of Communist China.

Running time, 45 minutes. General audience classification. Current release.

CHARLES L. FRANKE

"Trial Without Jury"

(Republic)

"TRIAL Without Jury" presents a murder mystery of standard proportions. Some special interest is provided by the fact that the story has its background in the theatre, but the general development of the plot, and the acting are of an ordinary nature.

Featured are Robert Rockwell, Kent Taylor and Barbra Fuller who do their best with the script by Albert DeMond. The story has Kent Taylor as a playwright who quarrels with a big producer over the quality of the former's latest effort. After a violent argument the producer is found murdered and everyone who has had anything to do with him becomes suspect.

The playwright is one of the chief suspects but his fiancee, Audrey Long, whose brother is handling the case for the police, gives the writer an idea: for him to revise the play to include several aspects of the case. In this way it is hoped the killer would reveal his identity. This is done and sure enough, the murderer turns up. Not only that, but the play turns out to be a big hit because of the unusual twist in the climax.

Philip Ford, the director, and Stephen Auer, associate producer, have wrapped up the yarn with a minimum amount of suspense. There is some attempts made at investing the footage with some fisticuffs and other action but, generally speaking, the lightweight story line cancels out any real effectiveness.

Running time, 60 minutes. General audience classification. Release date, Aug. 7.

"While the Sun Shines"

(Associated British-Stratford)

A QUIETLY humorous British-made picture, "While the Sun Shines" is a good example of the type of comedy that has been pulling in the customers at art theatres. Ronald Howard, who heads the cast, and does a first-rate job can be considered a marquee attraction as the son of Leslie Howard, and is very similar to him in looks and speech. Other principal roles are excellently handled by pretty Barbara White, character-actor Ronald Squire and Bonar Colleano, Jr., who portrays a caricature of a brash American in entertaining fashion.

Young Lord Harpenden, played by Howard, despite wealth and title is unable to rise above the level of ordinary seaman. A hospitable gentleman, Howard plays host to Colleano and to Frenchman Michael Allen. There are complications as Colleano falls in love with Barbara and Squire, a horse-loving duke, interferes, but finally, with the aid of Brenda Bruce, everything is straightened out.

Terence Rattigan and Anatole de Grunwald wrote the clever screenplay from Rattigan's play of the same name. Anthony Asquith directed and de Grunwald produced.

Running time, 82 minutes. General audience classification. Release date, June 20.

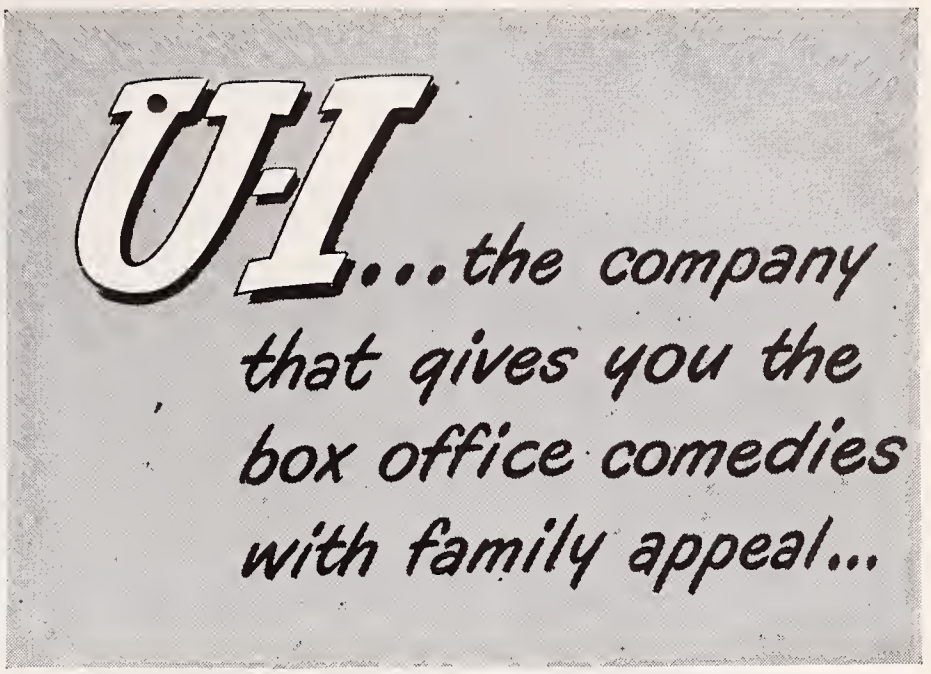
Florman Heads TV Cameramen's Unit

The Association of Documentary and Television Film Cameramen announces the election of new officers as follows: president, Arthur Florman; vice-presidents, Victor Solow and Leroy Sylverst; secretary, John Fletcher; treasurer, Manny Alpert. Elected as members of the executive board were John Carroll, Richard Leacock, Albert Mozell, Max Glenn, Jack Pill, William Schwartz, Robert Hart and Victor Komow.

Canadian Theatres Being Remodeled

TORONTO, July 19.—Eastern Canadian theatres are closing for extensive alterations on a scale not seen for a decade.

Two local houses, Famous Players' Beach Theatre and 20th Century's Belsize, have closed, and the Outremont Theatre, Montreal, has just reopened following a number of alterations. The Brant Theatre at Brantford has closed for the summer and will reopen in the fall.



THE EGG & I... FRANCIS...

FAMILY HONEYMOON...

LIFE OF RILEY... MA & PA KETTLE...

"If ever a picture had appeal for the entire family, this is it!" BOXOFFICE

WORLD PREMIERE, CHICAGO THEATRE, CHICAGO, AUGUST 11th

Prepares Case In Trust Suit

CLEVELAND, July 19.—Seymour Simon, Chicago attorney, is in town taking depositions in the anti-trust suit against eight distributors in behalf of Castle National Theatres Corp., owner and operator of an outdoor theatre circuit.

In a suit filed originally in the Federal Court of Chicago and later transferred to the Federal Court in Cleveland, the complainant claims inability to secure "suitable" pictures for its Wickliffe and Fairview drive-ins and seeks "equitable relief."

It is understood that the complainant is seeking a run irrespective of the first-run neighborhood de luxe houses, namely 21 days from 20th-Fox and Warner and 35 days from other distributors. Named as defendants are Paramount, 20th Century-Fox, Warner, RKO Radio, Columbia, United Artists, Loew's and Universal-International.

Maltz, Bessie, Ornitz Want Sentences Cut

WASHINGTON, July 19.—A reduction in the $1,000 fine and one year jail sentence given to Albert Maltz, Alvah Bessie and Samuel Ornitz will be sought on Friday.

They were sentenced after being found guilty of contempt of Congress growing out of the House Un-American Activities Committee's investigation of alleged Communism in Hollywood in 1947.

Judge Pine, who sentenced Maltz, Bessie and Ornitz, is slated to start his summer vacation next week, and defense attorneys said the motion had to be made before he left due to time limitations on when such a motion could be filed. A similar request for five other former Hollywood workers found guilty in the same proceedings will probably be made later.

'Stella' Debut Cause Of Louisville Ado

LOUISVILLE, July 19.—Tied in with the Kentucky Mid-Century Homecoming Commission, the premiere of 20th Century-Fox's "Stella" at the Rialto Theatre here took place tonight with a wide assortment of festivities arranged to make the day one of the liveliest in recent Louisville history. A public square dance, a parade and various appearances by a Hollywood contingent headed by Victor Mature were highlights.

Britain's Restraints on U.S. Films Being Used Against British Films Elsewhere

London, July 19.—Britain's policy of imposing restrainers of many varieties upon American films gradually is catching up with the home product in world markets, many of which now are copying British methods—and applying them to British films.

Not only has France applied an irksome quota against British films. Other nations are adopting currency "freezing" restrictions, originated by Britain against U. S. films. The recent annual report of the British Film Producers Association revealed that about £750,000 ($2,100,000) is tied up abroad. And how British producers could use that now!

The BFPA report complains that the government could do much more to use its bargaining powers to obtain better conditions for British film producers in many countries.

But the U. S. government has been able to do little toward obtaining better conditions for American films in Britain. Moreover, the American industry's opposition to trade restraints here has been based in large measure on the conviction that they would become a precedent in the world market.

More Film Financing: Seltzer

(*Continued from page* 1)

that banking groups in New York and Philadelphia particularly appear desirous of investing in independent productions.

What has opened the independent production field to financial institutions that heretofore were prone to stay out of it is the tightened policies of the Bank of America in Los Angeles, Seltzer said. As far as the independent producer is concerned, he added. "Los Angeles financing is dead." So "stringent" now are Bank of America's terms for a loan that the independent "may as well come up with all the money himself."

Seltzer, who borrowed $200,000 for the making of "711" from Chicago's Continental Illinois Trust and Savings Bank with an insurance policy as collateral, reported that the Bank of America "will advance 50 per cent of the negative cost on a 100 per cent guarantee for the first 90 days of release, based on an estimate of residuals furnished by the distributor, and will then relinquish the guarantee if 70 per cent of the estimate equals or exceeds the amount of their 50 per cent."

"Of course," the producer added, "you can't blame the Bank of America for adopting this policy." Seltzer reminded that the institution is at present "sitting with 12 completely sour negatives," pictures that represent bad investments for the bank. He described the Los Angeles bank's present policy in the financing of independent productions as stemming from abuses which the "promoter" type of producer perpetrated during the lush war years. Pointing out that such producers were in the minority and by no means representative of the industry, Seltzer said their tactics were to "grab theirs" and make the recouping of investment the "secondary consideration."

Bank of America's "imposts," as Seltzer termed them, "will benefit the industry by eliminating the promoting element," he believes.

Among the New York and Philadelphia banks that are now "eyeing potentialities" is a New York "group" that already has undertaken financing of an unidentified picture which United Artists will release, Seltzer said.

The producer, who previously released three pictures of modest budgets through 20th Century-Fox, reported that "711" cost approximately $500,000 to make. It would have cost only $70,000 to produce, he added, if he had not been prevented by Las Vegas "personalities" from filming the picture on location there. He claimed that gamblers were intent on sabotaging the film because of its relevations.

Bankers Trust Loans

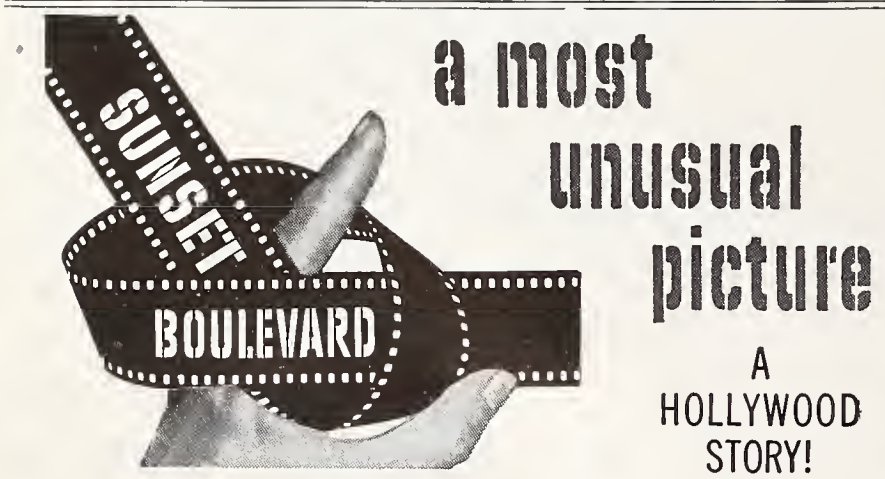
(*Continued from page* 1)

loans which have not been closed yet, Hickson said. That is evidence, he pointed out, that the bank has been for some time, and still is, willing to loan to good "risks" in the independent production field.

The Buchman, Small and de Rochemont loans, when closed, will be for 50 to 60 per cent of the total production budgets, with their distributor, Columbia, providing the end money. Interest of the bank in participating, on similar arrangements, in the $10,000,000 financing contemplated for the Jerry Wald-Norman Krasna unit for RKO Radio was confirmed.

'Winchester' Held Over

Universal-International's "Winchester '73," which opened simultaneously in almost 500 situations from Coast-to-Coast during the past week, is holding over in nearly every key situation and in most of the sub-keys, U-I reports. The openings were backed by the biggest advertising campaign in U-I history.



UK Groups Dispute Status in New Tax Rebate-Subsidy Pool

LONDON, July 19.—Conflicting views have arisen between the four U.K. trade associations on the constitution of the company which will be formed to operate the £1,500,000 ($4,200,000) production pool setup under the Treasury's tax-rebate subsidy scheme.

Exhibitors are demanding that the CEA (Cinematograph Exhibitors' Association) has equal representation with the two producer groups. On the other hand the KRS (Kinematograph Renters' Society) insists on equal representation among all four groups.

The dispute, however, is likely to be shortlived as nobody wants the government stepping in to run the show. A member of KRS summed up the situation at the Society's recent council meeting when he said, "We want this to be an industry committee, not a government dominated body.

"If agreement is not reached," he said, "it would be a grave reflection on the trade's ability to manage its own affairs."

U.K. Campaign

(*Continued from page* 1)

distributed and trade papers will carry insertions during August.

"Let's Go to the Pictures" has been officially adopted as a slogan and will be used in all advertisements throughout the country.

In addition, a successful approach has been made to the British Broadcasting Corp., which has agreed to the televising of an 18-minute trailer giving excerpts from current releases and is also interested in televising the industry shorts.

US Demands

(*Continued from page* 1)

the penalty and bonus plan regarding use of blocked funds for production here by U. S. companies, as advanced by Harold Wilson, president of the BOT, is the chief stumbling block to negotiations at present.

Pickford and U.A.

(*Continued from page* 1)

mee and Max Kravetz, corporate secretary.

The group is slated to hold its initial meeting on UA policy since acquisition of control by the McNutt interests here today.

Restrain Rogers Rodeo

Roy Rogers and Republic Pictures were granted a continuation of an injunction restraining the Rogers Rodeo from any advertising which leads the public to believe the film star was associated with the rodeo was granted in Ebensburg, Pa., Court of Common Pleas yesterday, the Republic home office reports.

To Film TV Shorts

Having reached an agreement with the American Federation of Musicians, said to be the first in the East for television production, Tele-Rex Co. will proceed to make a series of TV shorts to be produced in New York and Hollywood, according to Elliot Daxe, executive vice-president.

New or Old Picture? Let Patrons Know

Los Angeles, July 19.—National Theatres has issued the following instructions to its several hundred managers:

"If you think there might be any question in the public's mind that a picture (because of a familiar title) might be a reissue, don't fail to let 'em know it isn't. By the same token, when you do have a reissue, don't try to fool the public by failing to bill the picture as a repeater."

Toronto Censors to Meet on Video Films

TORONTO, July 19.—The problem of censorship of films used in television broadcasts will be discussed at a conference of censor board chairmen from Canadian provinces, to be held in Toronto, it was announced in the annual report of O. J. Silverthorne, director of the Ontario government theatres' branch.

Film censors will be invited from adjacent points in the United States, Silverthorne declared, but no date was set for the meeting. The Ontario chief censor expressed the view that TV stations might try to override motion picture censors in presenting pictures that were also available to theatres.

Canadian Circuit '49 Net Up Slightly

OTTAWA, July 19.—Confederation Amusements, Ltd., reports a net profit of $117,897 for 1949, up slightly from the previous year's $112,651. For the year ended Dec. 31, 1949, the following is shown, with the previous year's figures in brackets: net earnings, $251,638 ($231,150); surplus, $85,713 ($80,467); current assets, $411,984 ($347,775); total assets, $1,378,258 ($1,350,419); current liabilities, $44,319 ($70,997); working capital, $367,665 ($276,778).

Miami Bans 'Burlesque'

MIAMI, July 19.—After a world premiere and a week's run at the Dixie Theatre here and several days at the Tivoli, the film "International Burlesque" was ordered withdrawn yesterday by assistant police chief Youell. Earl Potter, manager of the Tivoli, announced the substitution to a sold-out house after confiscation of the film was threatened.

Bolivia Allots Funds

WASHINGTON, July 19.—The Bolivian Ministry of Finance has allotted $140,000 for the importation of 35mm. entertainment films during 1950 and another $10,000 for 16mm. theatrical films, the Commerce Department reported.

Mexican Stars Get $925

MEXICO CITY, July 19.—Mexican stars are guaranteed $925 per picture under terms of a new wage scale proposed by the Picture Production Workers Union (STPC). Daily minimums under the union's scale range from $23.12 to $14.34.

Reviews

"Eye Witness"

(Coronado-Eagle Lion Classics)

DOUBLING as star and director, Robert Montgomery is successful in both departments in "Eye Witness." This British-made mystery drama is one of modest proportions and production values. In characterizations it is wonderfully engaging, especially in those instances in which gentle sarcasm is poked at British habits and customs.

The story presents Montgomery as a successful New York lawyer who learns that a British war buddy of his is on trial for murder. In less time than it takes to say "not guilty" Montgomery is off to England. Once there he confers with his buddy, Michael Ripper, and learns that the murder was committed in self-defense; furthermore, that there was a mysterious woman in the room at the time of the murder who could prove it.

Naturally, Montgomery sets about finding this woman. The task involves considerable sleuthing efforts before the surprise woman is found. Also involved in the proceedings is a slight romantic relationship between Montgomery and Patricia Wayne.

A Coronado Production presented by David E. Rose, it was produced by Joan Harrison from a screenplay by Hugo Butler and Ian Hunter.

Running time, 104 minutes. General audience classification. August release.

MANDEL HERBSTMAN

"Beyond the Purple Hills"

(Columbia)

GOOD wins out over evil again in this Gene Autry production photographed in sepia. A sufficient amount of riding and shooting take place to make the film a satifactory Western and Autry, *et al*, provide pleasant interludes playing and singing "Beyond the Purple Hills" and "Dear Hearts and Gentle People." Produced by Armand Schaefer, the picture was directed by John English from a screenplay by Norman S. Hall.

Autry, newly-appointed sheriff, knows that his prisoner, suspected of murder, is innocent and goes about assembling scattered bits of evidence to free the man. Pat Buttram is Gene's deputy who lends some comedy to the various situations, and Don Beddoe and James Millican are the local bank president and saloon-keeper, respectively, responsible for the murder so that they may profit financially from the dead man's estate. Jo Dennison provides the love interest and Don Reynolds is the hero-worshipper whose model in all things is Autry.

Running time, 70 minutes. General audience classification. July release.

Nine Film Companies Cited for Reports

Nine motion picture corporations have been nominated for *Financial World's* annual award for the best corporate annual report issued in the industry for 1949, according to Weston Smith, who conducts the yearly survey. Last year's winner was Universal.

Awarded "Highest Merit" awards and thus eligible for the final judging, were Columbia, Walt Disney Prod., Loew's, Monogram, Paramount, RKO, Republic, 20th Century-Fox and Universal. Final winner will be anounced at the Hotel Statler here on Oct. 30.

To Film Fairy Tales

DENVER, July 19.—Working in cooperation with the University of Denver drama department, Sandre Films Corp. has been organized here to make two and three-reelers of fairy stories, using live actors, on 35mm. color film, for use in theatres, providing deals can be made with film distributors, for sale in sufficient numbers to theatres. Otherwise the films will be made available to television.

Post to Handle Six

Post Pictures Corp. reports conclusion of a deal with Famous Pictures Film Exchange for the Metropolitan distribution of six former RKO Radio releases, "Dreaming Out Loud," "So This Is Washington," "Goin' to Town," "Partners in Time," "Bashful Bachelor" and "Two Weeks to Live." New prints and a new complete line of accessories will be available.

Boston Mayor Acts Against Carnivals

BOSTON, July 19.—Theatre operators here have expressed approval of Mayor John B. Hynes' action in banning carnivals from public playgrounds here, saying that such affairs have drawn as many as 2,000 persons nightly and undoubtedly affected film box-offices.

The mayor said he acted on the advice of the city's legal department and that the only possible exceptions might be carnivals held in conjunction with patriotic exercises sponsored by the city.

Hoffberg Gets 4 Films

Hoffberg Productions, Inc. is preparing for release of four new German pictures, including "The Life of Johann Strauss," a musical featuring the Vienna Symphony Orchestra; "Wilhelm Busch," feature-length animated comedy; "Street for the Lost," and the historic production, "Trenck."

Ex-Official Forms Firm

MEXICO CITY, July 19.—Distribuidora de Peliculas Mexicanas, a company to distribute Mexican and foreign films, has been formed here by Francisco Javier Gaxiola, ex-Secretary of National Economy, and Manuel Lopez, distributor.

Fields Joins Radiant

Syd Fields, formerly Eastern representative for Ansco and Arel, Inc., has been appointed Eastern district manager for Radiant Manufacturing and Radiant Specialty, manufacturers of projection screens and camera accessories.

Says Producers Eye Television Technique

Ottawa, July 19.—Sydney Newman, producer of the National Film Board's "Canada Carries On" series, just returned here from a stay in the U. S., states that "Hollywood producers, in their search for less expensive ways of making films, have been watching the results of television's quick-shooting techniques."

He revealed that the National Board is studying the possibilities of adapting television techniques to motion picture production with an eye to greater economy in making its films.

Ohio Counties and Townships Seek Tax

COLUMBUS, O., July 19.—Prompted by the increasing number of drive-ins operating in rural areas, Ohio counties and townships are renewing agitation for a change in the state's laws which would permit them to levy taxes on amusements. The present law restricts this power to municipalities.

Legal opinion on the proposals is divided, with some attorneys holding a constitutional amendment to be necessary and others saying counties would merely have to adopt a charter form of government.

Trips for Exhibitors In 'Furies' Contest

Exhibitors will share in the awards to be made by Paramount in connection with the nationwide vacation contest scheduled as part of the national campaign for "The Furies." Six theatremen and their wives or friends will receive all-expense-paid trips and a week's stay at the Lodge-on-the-Desert near Tucson if the six prize-winning national patron contestants are registered for the event at their theatres.

Lancaster Draws Cleveland Crowd

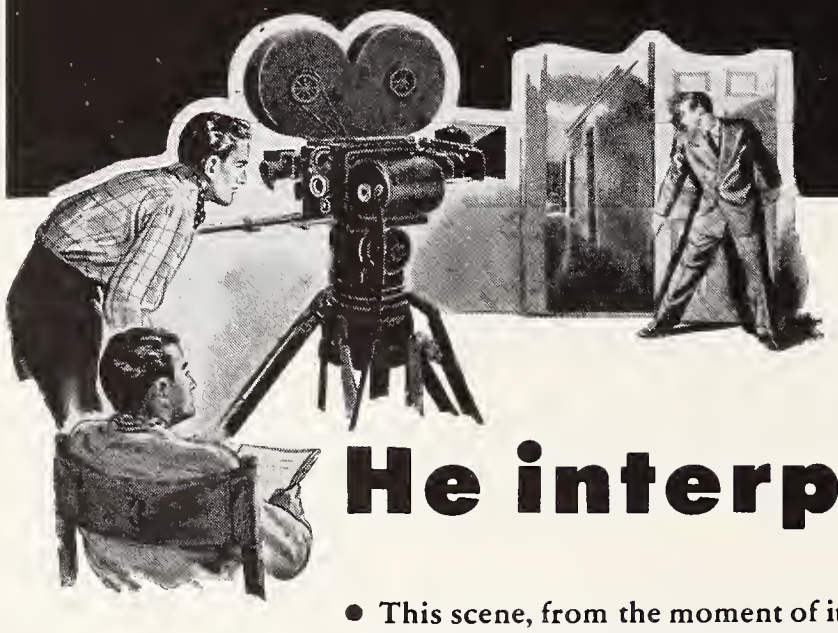
CLEVELAND, July 19.—A capacity audience of 5100 persons turned out to see Burt Lancaster in his personal appearance at the Hippodrome Theatre here last night where the Warner star performed several stunts from his film, "The Flame and the Arrow," which opened here last night. This on-stage appearance climaxed a round of special activities which began with Lancaster's arrival at the Cleveland airport at noon yesterday.

Gets Short on Artist

"Grandma Moses," a short color film on the noted American artist, has just been acquired for distribution by A. F. Films, Inc., it was announced by Rosalind Kossoff of that organization.

'Dancing Years' Prints

First prints of Ivor Novello's Technicolor "The Dancing Years," to be distributed in the U. S. by Stratford Pictures, a Monogram subsdiary, have arrived here from England.



He interprets with light...

● This scene, from the moment of its conception, had dramatic *possibilities.* But it was the director of photography who made them more than possibilities.

His was the creative skill, the spectacular, interpretive use of light that produced actual drama, vivid, gripping . . . his the perceptive use of photography that made the scene an intense moment of visual reality.

To get the utmost from his special skill, his creative ability, the director of photography naturally wants a superior film, one on which he can depend, one perfectly suited to the conditions and circumstances under which he's working. That's why he so often prefers Eastman Plus-X for general studio and outdoor use . . . and why he turns to Eastman Super-XX for use under adverse lighting conditions.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. N[illegible] NEW YORK, U. S. A., FRIDAY, JULY 21, 1950 TEN CENTS

United Para.'s 6-Month Net Is $5,660,000

Third Quarter Prospects Good, Goldenson Reports

United Paramount Theatres, Inc., had consolidated earnings of $2,467,000 for the second quarter of 1950 which, with the first quarter's net of $3,193,000, brings the total for the first six months of the circuit's operations to $5,660,000, Leonard H. Goldenson, president, reported here yesterday.

This includes a net on capital gains of $841,000 for the second quarter and $210,000 for the first, or a six months' total gain of $1,051,000.

Pro forma statements isued by Paramount Pictures, Inc., prior to its reorganization show that Paramount Theatres, as the domestic subsidiary of the parent had a net profit of

(*Continued on page* 4)

United Para. Pays Blank and Branton $4,378,000 in Split

United Paramount will pay $4,378,000 to A. H. Blank and Ralph Branton for their 50 per cent interest in Tri-States Theatres, Des Moines, under the deal which gives United 100 per cent ownership, effective late this year. Leonard H. Goldenson, United Paramount president, disclosed the terms yesterday.

As previously anounced, Blank will continue with the circuit as president and Branton will stay as general manager under employment contracts with United. The deal provides for a cash payment of $2,000,000 and the balance

(*Continued on page* 4)

Rembusch Bids for COMPO War Role

FRANKLIN, Ind., July 20.—Trueman T. Rembusch, national Allied president, today issued a strong appeal for action by COMPO to establish itself as the industry's representative in connection with the war effort.

"I feel strongly," Rembusch declared," that industry war activities should be carried on through

(*Continued on page* 5)

21 Films Get 'Excellent' Rating from Goldenson

Of the current crop of films now in release or awaiting release shortly, a total of 21 of nine competing companies are considered "excellent" by Leonard H. Goldenson, president of United Paramount. The attention which Goldenson gave to the product of companies other than his own is rather unusual.

"We have screened and viewed most of the pictures which are in release or will be released in the next few months and there are a great many excellent pictures among them," he told stockholders in a quarterly report yesterday. Goldenson listed the following:

Paramount: "Sunset Boulevard," "Fancy Pants," "Dark City" and "Union Station." M-G-M: "Father

(*Continued on page* 4)

20th-Fox to Hold Another National Sales, Policy Meet

Sales policy and forthcoming product will be discussed by 20th Century-Fox toppers at a two-day sales convention on Tuesday in Chicago's Drake Hotel.

Ray Moon, Central sales manager will preside at the confab which will be attended by division managers throughout the country as well as the company's nation wide force of branch managers, salesmen and bookers.

Pivotal addresses will be made by

(*Continued on page* 5)

France Agrees to Review Film Pact; Expect Nov. Meet

WASHINGTON, July 20.—The French government has agreed to review the present Franco-American film agreement, but negotiations probably will not begin until November, U. S. State Department officials here disclose.

The Motion Picture Association of America objects to the present agreement because of the limit on U. S. imports of 121 features a year, and several other provisions. Preliminary discussions have been held among officials of MPAA, the French government and the U. S. Embassy in Paris.

Taft Will Seek Tax Cut 'War or No War' He Advises Myers

WASHINGTON, July 20.—Senator Robert A. Taft of Ohio, chairman of the Senate Republican Policy Committee and a key member of the Senate Finance Committee, will press for a reduction in the admission tax to 10 per cent—"war or no war."

Taft stated his intention of offering such an amendment to any bill to increase taxes in a letter to Abram F. Myers, chairman of the Council of Motion Picture Organization's tax committee. Earlier in the week, Taft

(*Continued on page* 4)

U. S. Calls Film Groups to Overseas Program Meeting

WASHINGTON, July 20.—The State Department has asked production groups to a meeting here to discuss how the industry can help in the expansion now under way for the Department's Overseas Information Program.

Assistant Secretary Edward W. Barrett has invited the Hollywood Motion Picture Industry Council, the Motion Picture Association of America and the Society of Independent Motion Picture Producers to send representatives to meet with top Department officials in the

(*Continued on page* 5)

Gov't Orders More Prints for Needs Of Korea Fighters

To meet the needs of U. S. fighting forces in Korea, the Army and Air Force Motion Picture Service has increased its print orders on all features and short subjects selected for showing to troops, it was reported here yesterday by Francis S. Harmon, newly-named liaison between U. S.

(*Continued on page* 5)

New Financing For UA Being Set by Owners

$2 Million for Operations, Slate Production Fund

The Paul V. McNutt group which has taken over control of United Artists is ready to replenish the UA treasury in the amount of $2,000,000 for operating purposes and has negotiations underway with banking interests to establish, additionally, a revolving fund of extensive proportions to finance production, it was stated by reliable sources here yesterday. The specific amount of production money to be made available has yet to be determined.

Meanwhile, reports in New York's financial district have it that American International Underwriters, which deals primarily in insurance, is backing McNutt in the UA project. The

(*Continued on page* 4)

Kelly Quits as UA Vice-President, Effective Aug. 1

Arthur W. Kelly yesterday formally announced his resignation as executive vice-president of United Artists, to become effective on Aug. 1. He said he has no immediate plans but will occupy an office in the UA home office building.

Long associated with Charles Chaplin, until recently co-owner of the company, Kelly had full autonomy in managing UA's foreign operations. He joined UA shortly after World War I as treasurer and later was appointed a vice-president. He left the company in 1944 to become associated with J. Arthur Rank and rejoined UA in 1947.

Backs COMPO, Hits At 'Irresponsibles'

Hitting at "irresponsible assertions and innuendoes" Ned E. Depinet yesterday pledged full cooperation in the establishment of COMPO provided it did not interfere with his responsibilities as president of RKO.

"It is generally my practice to ignore rather than to contradict irresponsible assertions and innuendoes,"

(*Continued on page* 2)

UK Pact Talks Off Over the Weekend

London, July 20.—No statement was issued by the American industry delegation following today's meeting on the U.S.-U.K. film remittance pact negotiations, but it is understood little progress was made. No further meetings are expected before Monday, with each side obviously withdrawing to mull over the other's proposals.

Today's meeting was described as a clarifying discussion. When it adjourned, Motion Picture Association of America president Eric A. Johnston at once began private discussions with MPAA London manager Fayette Allport.

Personal Mention

NATE J. BLUMBERG, Universal-International president, will return here from Europe on the *S. S. Queen Mary*, due on Thursday. ALFRED E. DAFF, executive vice-president of U-I Internationl, will arrive here from Europe today by air.

•

HUGH OWEN, Paramount Eastern and Southern sales manager, and JOSEPH WALSH, branch operations manager, will leave here Sunday for St. Louis, Kansas City, Memphis, Oklahoma City and Dallas.

•

JOSEPH I. BREEN, JR., screen writer and son of the Production Code administrator, and MRS. BREEN, JR., became the parents yesterday of a daughter, MARY CHRISTINE, born in Hollywood.

SIDNEY KRAMER, RKO Radio short subjects sales manager, will leave here today for a week's vacation.

•

ROSS MULHOLLAND, owner of the Sky-Vue Drive-in, Hubbard Lake, Mich., will leave Detroit for the Coast at the end of the month.

•

STANLEY BAKER, general manager of the Hicks circuit at Baltimore, has returned there from the Coast.

•

LOUIS J. KAUFMAN, Warner Theatres executive, will return here over the weekend from Pittsurgh and Cleveland.

•

GERALD KERNER, formerly with Columbia as a booker, has joined the Lippert Cleveland office as a salesman.

'Furies' Opens Today, 205 Dates Added

Some 205 additional bookings have been added to the 104 key city day-and-date engagements of Hal Wallis' "The Furies" immediately following the world premiere of the film tonight at the Paramount Theatre, Tucson, Arizona, it was anounced by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Six Western exchange cities plus four additional key situations in that territory will be used as springboards for the national campaign of "The Furies."

Backs Up COMPO

(*Continued from page* 1)

he declared in a formal statement. "However, articles recently published by Weekly *Variety* and Hollywood *Variety* are of such character as to warrant a denial because of the several interests involved.

"These articles have conveyed to their readers that I have been offered, and presumably entertained, some propositions for a full-time, paid post of executive vice-president of COMPO. This is untrue.

"My official and personal relationship to COMPO should be understood by this time. I have been, and continue, willing to cooperate in the establishment of COMPO in whatever ways posible, providing only that what I am asked to do does not interfere with my responsibilities as president of Radio-Keith-Orpheum and subsidiaries. My devotion to RKO is unchanged and I have no plans whatever for relinquishing those responsibilities.

"Realization of the ideal of COMPO is not dependent upon any one man. It is dependent upon the constructive cooperation of leaders of all branches of the industry, including the trade press. COMPO is an all-industry undertaking, capable through united action of a vast program of betterment for the motion picture business. A principal objective is the betterment of intra-industry and public relations. Articles of the character referred to above do not contribute to that end."

Bernhard 'Battling' For 'Fair Treatment'

After having repeatedly declined to discuss causes for the failure of the full consummation of the merger between Eagle Lion and Film Classics, Joseph Bernhard, president of Film Classics and board chairman of the proposed Eagle Lion Classics, yesterday issued the following statement:

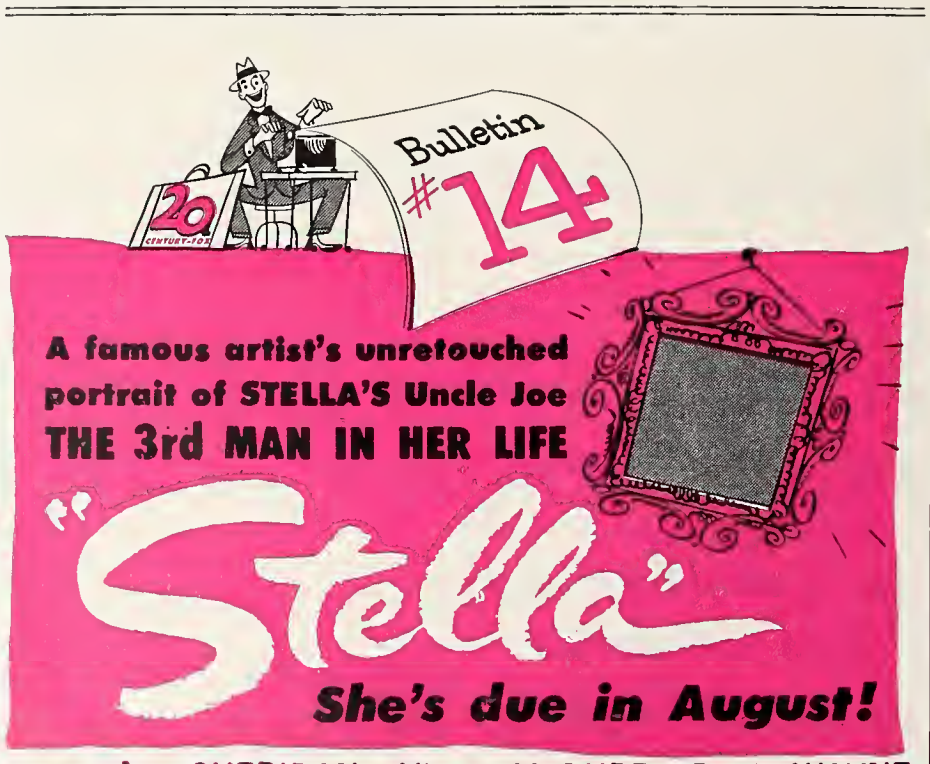
"I have refrained from giving stories to the press because it will only harm the income being produced on the pictures involved with resultant injury to our producers. The battle for fair and just treatment should not be fought in the press. Film Classics will continue its course of compelling a proper arrangement between the two companies through whatever phases may be necesary until the existing inequities have been eliminated. The assignee of Film Classics undoubtedly will use the degree of forcefulness required."

Pioneers Dinner and Committee Are Set

Thursday evening, Nov. 16, at the Starlight Roof of the Waldorf-Astoria here has been set as the time and place for the mid-century dinner of the Motion Picture Pioneers, it was announced yesterday by Si Fabian, chairman of the dinner committee, and Jack Cohn, MPP president.

At the same time, Fabian announced the appointments of members of his committee and their functions, as follows: Marvin Kirsch, co-ordinator; Harry Takiff, finances; Leon Leonidoff and Alan Corelli, entertainment; Joe Hornstein and Gil Josephson, arrangements; Bernard Estes, publicity. In turn, each of these will recruit others to work with them.

Herman Robbins of the membership committee stated that the class of 1950 to be inducted at the November event may be the largest group within the last five years.



NEWS in Brief . . .

OSCAR A. MORGAN, general sales manager for short subjects and Paramount News, reveals that the Korean war situation has resulted in a sharp upswing in the demand for newsreels all over the country and that branches are now getting more inquiries on news bookings than they have had in a long ti[illegible]

•

Washington, July 20. — House-Senate conferees on the Social Security Bill today agreed to require bandleaders of name bands appearing at theatres to pay social security taxes for the bandsmen, rather than making the theatre owners pay.

•

CINCINNATI, July 20. — Allan S. Moritz, manager of the Columbia branch here for 20 years, and previously in charge of the Pittsburgh branch, is resigning at the end of the month to devote his time to his theatre interests in Louisville. Moritz, chief barker of the Cincinnati Variety Club for two terms, is also national representative of Variety International.

•

CINCINNATI, July 20.—Eddie Riesenbach, manager of Mid-State's Keith Theatre, is the winner of Paramount's nationwide publicity contest on "The Heiress," the award being a Kaiser automobile.

•

Paramount branch managers are personally inviting exhibitors to attend showings of "Fancy Pants," Bob Hope-Lucille Ball starrer, which will be held in theatres next week as "sneak" previews. . . .

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Marlon Brando - Teresa Wright
in STANLEY KRAMER'S
"THE MEN"
Released thru United Artists
SPECTACULAR STAGE PRESENTATION

711 OCEAN DRIVE
starring EDMOND O'BRIEN
JOANNE DRU
with OTTO KRUGER
Released by Columbia Pictures
in Person LOUIS JORDAN And His Tympany Five
The FONTANE SISTERS
BOBBY VAN
RUDY CARDENAS
BOB CHESTER And His Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

JAMES STEWART in
"Broken Arrow"
TECHNICOLOR
— In Person —
The Andrews Sisters
Laverne-Patty-Maxene
Carol Lynne
Roxy 7th Ave. & 50th St.
MOVIES ARE BETTER THAN EVER!

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TODAY

The Industry's News Center Is

Paramount Pictures

TUCSON

Where Paramount Is Staging the Star-Spangled

WORLD PREMIERE

of the new

HAL WALLIS

Production

THE FURIES

climaxing the 21-day "Furies" Festival proclaimed by Mayor Joseph O. Niemann in Tucson . . . with Barbara Stanwyck, Wendell Corey and other notables inaugurating the Walter Huston Memorial International Scholarship at the University of Arizona. Hear about it on the air! Read about it in the press from coast to coast!

"THE FURIES" starring Barbara Stanwyck · Wendell Corey · Walter Huston in A Hal Wallis' Production with Judith Anderson · Gilbert Roland · Thomas Gomez · Beulah Bondi · Directed by Anthony Mann · Screenplay by Charles Schnee · From a novel by Niven Busch

And Today

NATIONWIDE "FURIES" VACATION CONTEST STARTS

Prizes for theatre managers and patrons. All details in pressbook! Already rehearsed for your city by first 6 "Furies" dates — Los Angeles, Denver, San Francisco, Salt Lake, Seattle and Portland.

Theatre TV in Color Claimed By Skiatron

A patent for a large-screen color television receiver, said to be capable of producing pictures up to theatre screen size, has been issued to Skiatron Corp., New York, Arthur Levey, president, announced yesterday. The patent, No. 2,513,520, covering 25 claims, was granted to the inventor, Dr. Adolph H. Rosenthal of New York, and assigned to Skiatron. It is designed to be used in conjunction with Skiatron's Supersonic television projector.

Adaptable to both the sequential (CBS) or the simultaneous (RCA) color systems, the new color receiver nevertheless needs no filter discs or painted screens to take advantage of these methods, said Levey's statement.

Uses Outside Light Source

"Unlike any other system developed up to now, however, the system produces natural color by employing the spectrum of an outside light source," it was said. "Light modulated through an arrangement of colorless crystals actually generates the color image. Thus, the colors produced are not artificially predetermined by dots painted on the face of a cathode-ray tube or by a color mixing disc."

Furthermore, Levey pointed out, the system completely eliminates the use of the cathode-ray tube in the production of color. "The system thus makes possible the highest fidelity in the reproduction of color through the use of the simplest physical means," he continued.

It also permits the projection of very large color images up to full theatre screen size by means of very small components, it was said. The maximum achieved with other methods is a picture of no more than 140 square inches, Levey pointed out.

To project its color TV pictures, the receiver was described as using a brilliant outside light source, such as a high intensity carbon arc or a 5-KW mercury arc lamp.

It was emphasized that this outside light source itself is used to create the color images by means of variations in the frequency of the vibrations passing through the cell.

"In other words, for the first time in television, the colors are made to vary purely by means of controlling the electronic frequencies," according to Skiatron.

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Motion Picture Alliance Starts A Movement to Control US Communists

Hollywood, July 20.—Motion Picture Alliance membership last night unanimously adopted a resolution calling on the Los Angeles City Council to take action requiring the registration of all Communists in the area, executive committee chairman Roy M. Brewer announced.

The resolution states action is justified because the city has the second largest concentration of Communists in the country and declares this condition constitutes a "clear and present danger." The MPA, of which John Wayne is president, asks all film industry organizations to adopt equivalent resolutions.

United Para.'s 6-Month Net

(*Continued from page* 1)

$5,164,402 for the 26 weeks ended July 2, 1949.

"Our business for the second quarter was, on the whole, satisfactory," Goldenson said in a letter to stockholders which accompanied the quarterly dividend payment of 50 cents per share. "Prospects for the third quarter are good. Seasonal trends which were characteristic of our business in the pre-war period seem to have reappeared. Before the war, our theatre operations were marked by a downturn in the second quarter followed by a rise during the third quarter."

Earnings at 76c per Share

United Paramount's direct and indirect share of undistributed earnings of partly owned non-consolidated subsidiaries, not included in the net consolidated earnings, amounted to $670,000 in the first quarter and $555,000 in the second, for a total of $1,225,000.

Including capital gains, second quarter earnings represent 76 cents per share on the 3,261,439 shares outstanding on July 1. The total pre-share earnings for the six-month period amounted to $1.74.

All regular payments have been made on the debt of the corporation and its subsidiaries and, in addition, pre-payments have been made in an aggregate amount of $1,352,000, Goldenson stated. The consolidated debt on July 1 amounted to $24,744,000.

Obligations Listed

At the start of its independent operation, last Jan. 1, United Paramount had obligations in the amount of $27,080,663, of which $18,000,000 represented the debt assumed by the corporation under the reorganization plan of Paramount Pictures, Inc., and $5,965,773 represented amounts borrowed for theatre acquisitions. The debt of subsidiaries was $3,114,890.

Goldenson said that net proceeds from the sale of theatres either will be invested in additional assets or will be applied to the reduction of obligations.

He reported that certificates of interest representing approximately 64 per cent of the outstanding securities have been converted into certificates for common stock. This means control of the corporation's affairs is now in the hands of stockholders, rather than the trustee. This was viewed by Goldenson as a "wholesome condition."

He said, however, that the records show approximately 6,500 owners of 500 shares or less who are free to withdraw their shares from the voting trust but have yet to do so. He urged them to convert their certificates of interest into common stock so they might be free of all voting trust restrictions and receive full dividends which are declared.

United Para. Pays

(*Continued from page* 1)

in notes.

Tri-States has 100 per cent ownership of 34 theatres and a partial interest in 25 others in Iowa, Nebraska and Illinois. Under terms of its consent decree, United is entitled to retain full ownership of 21 of the total of 59 houses and is required to dispose of the remaining 38.

Goldenson also reported that United Paramount will receive $745,000 in payment for its 50 per cent interest in Central States Theatres, also Des Moines, which was acquired by Myron Blank, son of A. H. Blank.

Additionally, the partnership in Richards-Lightman Theatres, operating 15 houses in Arkansas and Mississippi, has been dissolved with United Paramount taking over full ownership of five of the houses and receiving payment of $154,000 from its partners.

A number of individual theatres and properties were sold during the past three months, Goldenson reported, with United Paramount reeciving $1,191,000 in cash and notes.

Goldenson Rates 22

(*Continued from page* 1)

of the Bride," "Annie Get Your Gun," "Three Little Words" and "Summer Stock." 20th Century-Fox: "Broken Arrow," "No Way Out," "The Black Rose" and "My Blue Heaven." Warners: "The Glass Menagerie," "Three Secrets," "The Flame and the Arrow" and "Kiss Tomorrow Goodbye." Samuel Goldwyn-RKO Radio: "Our Very Own." Walt Disney-RKO Radio: "Treasure Island." Stanley Kramer-United Artists: "The Men." Universal Interntaional: "Louisa." Columbia: "711 Ocean Drive."

"I am sure that if you go to see them you will not be disappointed," Goldenson assured United Paramount's stockholders.

Set $15,000 Contest For 'Pretty Baby'

Placing national campaign plans for Warner Brothers' "Pretty Baby," starring Dennis Morgan, Betsy Drake and Zachary Scott, the company's ad-publicity department here has set into motion a national sendoff for the film with a $15,600 "Pretty Baby" contest, which is to discover the prettiest baby in America. It will be conducted in co-operation with Libby, McNeill and Libby Baby Foods and *Look Magazine*. It will begin on Aug. 3, and last for three months, coinciding with major playdates.

UA Financing

(*Continued from page* 1)

reports, which were unconfirmed, were that the financial firm paid $500,000 each to Mary Pickford and Charles Chaplin for the major part of their holdings under a deal which provides for additional future payments of undisclosed amounts to the former UA owners.

Cornelius V. Starr, who is associated with American International, also is a board member of U. S. Life Insurance, for which McNutt serves as general counsel. Another name reportedly identified with the UA deal is Charles Edison, former governor of New Jersey.

McNutt spent part of yesterday with UA president Frank L. McNamee, corporate secretary Max Kravetz and Miss Pickford—the four comprise the executive committee of the board—in their first formal meeting on UA policy and personnel.

Kravetz in Big Role

It was learned that Kravetz, who was the key figure in working out the deal with the McNutt group, will have a role far more authoritative than the title of secretary would indicate, presumably on an even level with McNutt and McNamee in management. Of the three, he is believed to be the most familiar with UA operations and figures as the most instrumental in determining the personnel set-up.

Miss Pickford's vice-presidency is said to be more or less honorary and a non-salaried position. However, her spot on the executive committee is represented as reflecting the new owners' respect for her business judgment as well as her personal concern with UA affairs.

Taft Will Seek Cut

(*Continued from page* 1)

had stated that some excises should be raised to finance the war, and Myers at that time said he did not think Taft could have had the admission tax in mind.

Today, Myers made public a letter he received from Taft. Taft had asked COMPO representatives, when they appeared before the Finance Committee, whether the depression in the film industry was temporary or permanent. Myers later wrote Taft outlining the situation and telling him that "while hanging is a temporary process, its effects are very permanent."

In reply, Taft wrote that, "My own feeling is the tax should be reduced to 10 per cent, war or no war,. If we can't go ahead with a limited (tax reduction) bill, then I shall advocate such a reduction when the general tax bill comes along, even though it contains a general increase in taxes."

MPIC Commends Industry Tax Repeal Fight

HOLLYWOOD, July 20.—The Motion Picture Industry Council at its meeting last night adopted a resolution approving the tax repeal fight headed by Abram F. Myers and Gael Sullivan, declaring "although repeal may be a Korean casualty," the fact remains "the merits of the industry's case was brilliantly stated, and a new understanding and respect had been won for the industry among legislators and the general public."

U. S. Senator Wiley Commends Industry

Washington, July 20.—The industry was strongly praised on the Senate floor today by Sen. Wiley (R., Wis.) "for the great job it has done in cooperation with our Federal government in telling our story overseas."

Wiley said he felt the "dynamic medium of motion pictures" rings about the strongest possible impact on the minds of the people in our own country and the world, is in fact the most powerful instrument we have for getting across the American story."

20th-Fox to Meet

(*Continued from page* 1)

vice-presidents Al Lichtman, Charles Einfeld and A. W. Smith, Jr., while other speeches will be made by home-office executives W. C. Gehring, assistant general sales manager; Lem Jones, executive assistant to Smith; Peter Levathes, short subjects sales manager, and Roger Ferri.

Division managers who will be in attendance include Herman Wobber, Western; Harry Ballance, Southern; Edwin Aaron, Midwest; Martin Moskowitz, Empire State; E. X. Callahan, New England and Arthur Silverstone, Canada.

Subsequent to the Chicago meet, similar conferences will be held in each of the film company's eight divisions.

U. S. Calls Industry Groups

(*Continued from page* 1)

near future. No exact date has been set.

Francis Harmon will probably represent MPAA, while SIMPP president Ellis Arnall has said either Robert J. Rubin or Joseph Borkin will represent SIMPP.

Credits Goldwyn, Others

According to Herbert Edwards, head of the film section of the Information Program, the meeting grows out of statements by Samuel Goldwyn and other producers that they would like to help in telling America's story abroad. "The Secretary felt," Edwards said, "that there was a great interest in the industry in helping the government in this program, and that the best thing to do was to establish some procedures and map out a program."

A House appropriations subcommittee is currently holding hearings on an Administration request for an additional $89,000,000 for the program, over and above the $36,000,000 requested in January.

Edwards said the State Department parley was exclusively on the Overseas Information Program, and was not tied in to any other programs for film aid to the government on the home front, in entertaining troops, mobilizing, or other matters. Harmon is scheduled to take up some of these questions in a series of meetings here Tuesday with State and Defense Department and National Security Resources Board officials.

Prints for Korea

(*Continued from page* 1)

government agencies and the Motion Picture Association of America, following his return from Washington conferences.

Harmon declined to state the number of additional prints now being ordered, declaring that officials of the Service had requested him not to use exact figures. He added, however, that the increase was "straight across the board" and applied to every picture selected by the Service for shipment to the Far East.

Harmon will return to Washington on Tuesday for additional conferences with government officials. The talks will bear on ways and means by which the industry can be of assistance and to discuss necesary steps to be taken by government agencies to protect the status of the motion picture industry as an "important medium of communication and information."

Hollywood Talent Rallies To U. S. Defense Aid

HOLLYWOOD, July 20.—The Hollywood Co-ordinating Committee today notified Defense Secretary Louis A. Johnson that industry talent is ready to answer the call to duty. Committee president George Murphy wrote Johnson on behalf of the affiliated organizations, "It is their wish I convey to you their willingness and desire to volunteer their services and resources toward helping in any way they can in the present national emergency."

Chicago's Local 110 Buys U. S. Bonds

Chicago, July 20.—Eugene J. Atkinson, business manager of the AFL Chicago Moving Picture Operators' Union, Local 110, today purchased $135,000 worth of U. S. government bonds from the surplus of the union's welfare and pension fund in response to President Truman's plea for co-operation in the nation's war effort. Atkinson declared he would contact every international and local union in the United States and urge them to follow suit.

Rembusch Makes Bid

(*Continued from page* 1)

COMPO which is the only all industry organization including in its membership the different elements and factions in production, distribution and exhibition."

He continued: "Pending the assumption by COMPO of its proper duties and functions in connection with the war effort I have asked our general counsel, Abram F. Myers, who is stationed in Washington, to serve as liaison with the several government departments and agencies in all matters affecting Allied members. Allied cannot consent to being represented in matters of such grave importance by volunteers or others in the selection of whom Allied has no voice."

PARAMOUNT IN THEATRE TRADE SHOWS

Before Audiences
July 24 thru August 7

• • •

"FANCY PANTS"

starring

BOB HOPE

and

LUCILLE BALL

with

Bruce Cabot • Jack Kirkwood

Color by TECHNICOLOR

Produced by Robert L. Welch

Directed by George Marshall

Screen play by Edmund Hartmann and Robert O'Brien

Based on a Story by Harry Leon Wilson

PLACE OF SCREENING

PLACE	DATE
ALBANY Madison Theatre	Thurs., July 27
ATLANTA Fox Theatre	Wed., July 26
BOSTON Capitol Theatre Allston, Mass.	Tues., July 25
BUFFALO Paramount Theatre	Wed., Aug. 2
CHARLOTTE Paramount Proj. Room (8:00 P.M.)	Tues., July 25
CHICAGO Paramount Proj. Room (11:00 A.M.)	Mon., July 24
CINCINNATI Capital Theatre	Thurs., July 27
CLEVELAND State Theatre	Tues., Aug. 1
DALLAS Palace Theatre	Wed., July 26
DENVER Denham Theatre	Tues., Aug. 1
DES MOINES Paramount Proj. Room (1:00 P.M.)	Wed., July 26
DETROIT Palms State Theatre	Wed., Aug. 2
INDIANAPOLIS Circle Theatre	Mon., July 24
JACKSONVILLE Florida Theatre	Wed., July 26
KANSAS CITY Paramount Proj. Room (2:00 P.M.)	Wed., July 26
LOS ANGELES Paramount Theatre Hollywood	Mon., July 31
MEMPHIS Strand Theatre	Mon., July 31
MILWAUKEE Paramount Proj. Room (2:00 P.M.)	Thurs., July 27
MINNEAPOLIS Granada Theatre	Mon., July 24
NEW HAVEN Paramount Theatre	Mon., Aug. 7
NEW ORLEANS Paramount Proj. Room (1:00 P.M.)	Mon., July 24
NEW YORK CITY Loew's Lexington Theatre	Thurs. July 27
OKLAHOMA CITY Criterion Theatre	Mon., July 24
OMAHA Paramount Theatre	Wed., July 26
PHILADELPHIA Bromley Theatre (5810 York Rd.)	Tues., July 25
PITTSBURGH Loew's Penn Theatre	Wed., July 26
PORTLAND Paramount Theatre	Thurs., Aug. 3
ST. LOUIS Paramount Proj. Room (11:00 A.M.)	Mon., July 24
SALT LAKE CITY Paramount Proj. Room (1:30 P.M.)	Wed., July 26
SAN FRANCISCO Paramount Theatre	Mon., July 24
SEATTLE Paramount Theatre	Thurs., July 27
WASHINGTON, D. C. Loew's Palace Theatre	Wed., July 26

"Dishes never keep me from seeing a Companion-approved movie"

This dish-tinguished lady is just one of the host of women who regularly attend COMPANION-approved movies. Once the title goes up on the marquee they're on their way—and that's why the movie-makers invest more money in the COMPANION than in any other monthly magazine*.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. 15 NEW YORK, U.S.A., MONDAY, JULY 24, 1950 TEN CENTS

Give NY Board More Time to Probe Wages

May Hold More Hearings On Industry's Pay Rates

The New York State Minimum Wage Board, which was set up early this year by State Industrial Commissioner Edward Corsi to consider the establishment of a base pay rate for the amusement industry, has received an indefinite extension of time in which to arrive at findings bearing on the motion picture industry and other branches of amusements.

Functioning under the chairmanship of former Supreme Court Justice Francis X. Giaccone, the board was originally scheduled to conclude its activities on or about July 18. However, since additional time was needed for deliberations, and possibly further hearings, the board has been permitted

(*Continued on page 3*)

Vote Tomorrow on 'U', Pathe Strike

IATSE Motion Picture Home Office Employes Local No. H-63 members will meet at the Hotel Diplomat here tomorrow evening to vote whether a strike should be called against Universal and Pathe Laboratories.

A strike of Pathe "white collar" workers could immediately halt the processing of Universal Newsreel and Universal-International features. Warner Pathe News and a number of short subjects of other companies, since it is "a foregone conclusion" that picket

(*Continued on page 3*)

Producers' Guild Is New MPIC Member

Hollywood, July 23. — The newly-formed Studio Producers' Guild has been admitted to membership in the Motion Picture Industry Council, bringing MPIC membership to a total of 10 organizations.

Benjamin B. Kahane, vice-president of the Columbia studio, will become co-chairman, replacing Paul Grosse when MPIC next holds its monthly meeting. Grosse will be the next chairman, succeeding Roy Brewer.

Lowe Takes Over As United Artists' Foreign Manager

Al Lowe, veteran in foreign distribution for United Artists, has been appointed general manager of the company's foreign department, it was announced here on Friday by Frank L. McNamee, new UA president.

Lowe has been with UA for the past 22 years, during which he served in managerial posts for various territories throughout the world. Announcement of his appointment was made at about the same time Arthur W. Kelly, whose resignation as executive vice-president in charge of foreign operations was disclosed earlier, vacated his office.

Named to assist Lowe in his new post is Douglas Ornstein, brother of Bud Ornstein, UA representative in Rome.

HOLLYWOOD, July 23.—Selmer Chalif, United Artists home office liaison

(*Continued on page 3*)

Ask FCC Permit to Shift DuMont Stock

WASHINGTON, July 23.—Paramount Pictures and Allen B. DuMont Laboratries on Friday asked permission of the Federal Communications Commission to transfer DuMont stock owned by Paramount to the new production company set up under the consent decree.

This shift in ownership had been planned under the Paramount reorganization following the consent decree but the FCC, arguing Paramount

(*Continued on page 3*)

Allied Bid to SAG On TV Approaches

Franklin, Ind., July 23.—Suggestions of national Allied's board to the Screen Actors Guild that the latter's members confine their appearances on television to guest bookings and that SAG members could serve the industry better if they refrained from belittling the motion picture industry when appearing on TV, have been sent to the Guild, and have been acknowledged by the latter, national Allied president Trueman T. Rembusch has informed *Motion Picture Daily*.

At its recent meeting in Memphis, the Allied board instructed Rembusch to communicate with SAG in this regard.

SAG Members Okay Television Demands

By a margin of 2,757 to 80, Screen Actors Guild members have approved in secret mail referendum the Guild's contract demands for actors in televised motion pictures. Result of the vote was announced here last night by Kenneth Thomson, Guild television administrator.

The majority in favor of the Guild's collective bargaining proposals was "another rebuff to the attempt of Television Authority to impose control over actors in televised motion pictures," Thomson stated.

Berger Sees Compo 'A Strong Force'; Discounts Discord

MINNEAPOLIS, July 23.—The hope that the Council of Motion Picture Organizations might become "a strong force that can honestly speak for the entire industry" was voiced here by Benjamin J. Berger, North Central Allied president, upon his return from New York where he attended a meeting of COMPO's committee on organization.

Berger said he was glad to see "conflicting" industry interests discussing industry-wide problems and "trying to establish a united front."

Rumors that certain groups were not solidly behind COMPO were discounted by Berger. Disagreements are likely to arise over trade questions, he pointed out, but COMPO

(*Continued on page 3*)

U-I Lines Up Record Promotional Staff

In carrying out promotion plans on "Louisa," Universal-International has mobilized the largest field exploitation staff in its history to help launch key city openings of the film, which has its world premiere in Chicago at the Chicago Theatre on Aug. 11.

The group was addressed by David A. Lipton, U-I national director of advertising-publicity during meetings last week with Charles Simonelli, in charge of national exploitation. Conferences were also held with Henry A. Linet, Eastern advertising manager, and Philip Gerard, Eastern publicity manager, on "Louisa" advertising-publicity plans.

Compo Board To Pick War Liaisons Today

Harmon, Myers, Sullivan Expected to Fill Roles

Representatives of industry organizations—such as Francis Harmon of the Motion Picture Association of America, Abram F. Myers of Allied, Gael Sullivan of Theatre Owners of America—who have been serving as liaisons between their respective organizations and the government in connection with the current war effort are expected to continue in those roles under the aegis of the Council of Motion Picture Organizations. This was indicated on Friday as Ned E. Depinet, COMPO president, called a meeting of the executive board for this morning in his RKO office here.

Those who have been engag-

(*Continued on page 3*)

Warner Sets 8 for Immediate Filming

Eight new pictures will go before the cameras at the Warner studio between now and Aug. 31. With three currently in production, 11 will be on Warner sound stages at the peak of the six-week period. Going into immediate production are:

"The Enforcer," starring Humphrey Bogart, to be produced by Milton Sperling, United States Pictures, with Bretaigne Windust directing. "Raton Pass," starring Dennis Morgan, Patricia Neal and Steve Cochran, to be

(*Continued on page 3*)

Minneapolis Next to Get Paramount TV

Minneapolis, July 23.—Radio City Theatre, this city's ace house, operated by United Paramount Theatres, is understood to be next on that circuit's list to be equipped for wide-screen television. Eventually the circuit will have theatre TV in a number of its operations.

Robert O'Brien, UPT executive, is due here from New York with a crew of technicians, on Tuesday, to survey the theatre for a television installation.

Personal Mention

HARRY D. BUCKLEY, United Artists vice-president, has recovered from a recent operation and is expected to return to his desk this week.

•

MARILYN LANDERS, daughter of GEORGE E. LANDERS, Hartford division manager for E. M. Loew's Theatres, was married yesterday at St. Joseph's Cathedral, Hartford, to DR. BENEDICT S. VICAS.

•

FOSTER M. BLAKE, Universal-International Western sales manager, has left here for Minneapolis and Des Moines.

•

RICHARD A. HARPER, M-G-M home office sales exccutive, returned here over the weekend from Gloversville.

•

RALPH MARTIN of *Seventeen* magazine left here on Friday for a three-week vacation.

Congress Asked to Probe 4 Networks

WASHINGTON, July 23.—Rep. Sheppard (D., Calif.) has called on the Department of Justice and the Federal Trade Commission to investigate the four leading radio chains and determine the "extent to which these networks are violating the Communications Act of 1934 as well as other anti-trust, monopoly and fair trade acts."

Sheppard told the House that under the 1934 act, "one of the greatest monopolies this country has ever seen has grown to such proportions that it dictates what entertainment and what information the public shall hear over the public's own radio airways.

"This monopoly is that of the radio networks or chains, the American Broadcasting Co., National Broadcasting Co., Columbia Broadcasting System and the Mutual Broadcasting System."

Alexander Is Named RKO Division Head

Effective Friday Joseph Alexander became division manager of RKO Theatres in Cincinnati, Dayton and Columbus. Alexander has been with RKO for many years most recently as assistant Ohio division manager.

He succeeds Emil Groth, who was Midwest division manager for the past three years. He has retired from the industry and will make his home at Belmar, N. J.

Goldwyn Film Cited

Southern California Motion Picture Council has presented its special award certificate to Samuel Goldwyn for producing "Our Very Own," described by the organization as "a picture of unusual and outstanding merit," it was reported here by the Goldwyn office.

Insider's Outlook

By RED KANN

MOTION pictures were brought to the brink of doom—again—a few nights ago when National Broadcasting televised a "Prediction Party." Well-knowns from various fields of endeavor indulged in the predicting, threw the game entirely to television with the exception of Sam Goldwyn. He remained true to Hollywood by forecasting a bright future for it in the TV skies.

Even His Honor, New York's Mayor O'Dwyer got into this prediction - of - things - to-come routine with the following observations:

"I predict that by 1952 television is going to re-design the American living room. Design it around the TV set. It used to be the fireplace, but TV is more interesting. The movies and the automobiles, Detroit and Hollywood, took the American people out of their homes. Television, by 1952, will bring people back into their homes, and that's the way it should be."

■

Here is a savage and unwarranted attack on the film industry and no less the roughest kind of sideswipe at the automobile industry as well. We imagine Mr. O'Dwyer will be hearing from Detroit, or its representatives, but we are not so certain about Hollywood. Therefore, we enter these several observations:

Motion pictures take the people out of their homes and provide them with wholesome relaxation and amusement at a price within reach of the modest pocketbook. Not even O'Dwyer can be so uninformed as to challenge a fact so incontestably established.

His implied suggestion that the innocent pastime of going to the movies exercises some sort of subversive influence on the dignity or the permanence of the home is so utterly foundationed in nonsense that argument setting out to prove the contrary becomes unrequired.

■

Perhaps O'Dwyer was indulging nothing further than pleasantries befitting the occasion. We don't suppose he would have viewed it as politic to follow any other course on a program dealing with crystal-gazing on the future of television. But this does not excuse him for an appalling indiscretion. Moreover, the same O'Dwyer who now castigates motion pictures is also the public official who has been making speeches about centering production in New York and appointing representatives to steam up such a movement. On those occasions, this was a fine industry and home-wrecking was never suggested.

What this amounts to therefore, is the quite ridiculous, yet damaging, situation of the Mayor pumping for motion pictures to be made in New York for a public which he predicts will—and should—remain at home glued to the television receiver.

For an old hand at political strategy, O'Dwyer reveals a surprising immaturity. Mayor La Guardia once remarked, "When I make a mistake, it's a beaut." He could not have known his successor in office would provide such overwhelming proof.

■ ■

There is much of the ironic in the state of affairs confronting British films in various of the world's markets. Britain's overapplied policy of surrounding American films with various kinds of prohibitions—frozen funds, quota, etc.—in England is being applied widely by other countries against British films. Her immediate neighbor across the Channel is a prime example, for in France the quota against English films is proving quite an irksome affair—to the British.

The shoe, the pinch, and the other foot. Now London knows.

■ ■

National Theatres' instructions to its managers are worth repeating from the news columns:

"If you think there might be any question in the public's mind that a picture (because of a familiar title) might be a reissue, don't fail to let 'em know it isn't. By the same token, when you do have a reissue, don't try to fool the public by failing to bill the picture as a repeater."

Not merely billed, but billed in a manner that leaves nothing in doubt.

■ ■

Al Schwalberg, catching up with the product, saw a big-scaled Western (not one of Paramount's) the other evening, noted the Indians retreating two on a horse.

"The studio must be economizing," he concluded.

Newsreel Parade

UNITED STATES troop action in Korea and Bernard Baruch receiving the Humanitarian Award are current newsreel highlights. Other items include sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 59—Action in Korea. Churchill praises Americans. French fight Reds in Indo-China. Truman declares "no appeasement." Bernard Baruch gets Humanitarian Award. Ba[illegible]all.

NEWS OF THE DAY, [illegible] 293—Film report from Korea. B-29's blast Reds. Truman reports to the nation. Churchill lauds G.I.'s. War in Indo-China. Humanitarian Award to Bernard Baruch. Sports: Amputee basketball game.

PARAMOUNT NEWS, No. 96—Paris: man in flying costume. Humanitarian Award presented to Bernard Baruch. President Truman's talk to the nation. Films from the Korean front.

TELENEWS DIGEST, No. 29-B—President Truman reports; Washington reaction. Action in Korea. Draftees report for action. Paris: Bastille Day. Belgium: memorial to U. S. heroes. Sen. McCarthy denounces Tydings committee.

UNIVERSAL NEWS, No. 371—War front in Korea. Humanitarian Award presented to Bernard Baruch. Hosiery fashions on display. News from sport world: amputee baseball, billiards.

WARNER PATHE NEWS, No. 96—President Truman's report to the nation. Films from the Korea front. Variety Clubs honor Bernard Baruch with Humanitarian Award. Bathing suit fashions on display.

'Furies' Proceeds Go To Huston Memorial

TUCSON, July 23.—As Barbara Stanwyck officially dedicated the Walter Huston International Memorial Scholarship at the University of Arizona, proceeds from the advanced sale of the benefit premiere showing Friday night at the Paramount Theatre here of "The Furies," Huston's last picture, were turned over to J. Byron McCormick, president of the University. The scholarship fund will be used to finance the education of two students each year from Greece.

With Gov. Dan E. Garvey of Arizona looking on, Miss Stanwyck presented the check to McCormick and unveiled a life sized portrait of Huston, which will become a fixture at the school.

Average Charge at Film Houses 46½c

HOLLYWOOD, July 23.—Audience Research, Inc., reports the price per ticket paid by theatregoers 12 years of age and over in the country during April, May and June averaged 46½ cents, which is one cent lower than the same period a year ago. The price includes all taxes. The report points out that the decline may not mean theatre prices have been lowered generally, and could reflect an attendance shift from evening to earlier in the day.

Wechsler Is Shifted To Cleveland Office

Jerry M. Wechsler, Warner's Pittsburgh branch manager, has been transferred to manager of the Cleveland office, replacing Ed A. Catlin who has been granted a leave of absence because of ill health.

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$3,000,000 Suit Hits Warner, Majors

Boston, July 23. — Samuel Richmond, owner of the State at Lawrence, Mass., has filed a $3,000,000 anti-trust suit against Warner Theatres, the majors, Eagle Lion Classics, Monogram and Republic. The suit charges refusal to sell the State first or second run films and claims excessive clearances are demanded by the film companies.

Legion Reviews 4; Rates One as 'B'

Four additional films have been reviewed by the National Legion of Decency with one, Columbia's "Convicted," receiving a class "B" rating. In Class A-1 is Republic's "Covered Wagon Raid." Classed A-II are Paramount's "Copper Canyon" and 20th Century-Fox's "Stella."

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Review

"Copper Canyon"

(Paramount)

A TOP-NOTCH outdoor action drama in Technicolor is offered the showman in "Copper Canyon." A strong cast, headed by Ray Milland, Hedy Lamarr and Macdonald Carey, is supported by an impressive production frame. Dealing with villainy and greed arising out of copper mining, the picture has enough action and excitement to satisfy the most fastidious demands. Rewarding boxoffice returns seem assured.

The plot centers around a copper mining town whose inhabitants are hard set by a group of smelter operators who do a lot of illegal manipulating. Serving as an aide and watchdog for the criminals is Carey, the town sheriff and a ruthless gunman. Also in the service of the outlaws is Miss Lamarr. While unrest among the local citizenry is high, there rides into town a trick shot entertainer, played by Milland, who presumably is a legendary hero of the Civil War. Soon there are requests made upon Milland to lead the citizens in a protest against the underworld rulers.

Along the way there develops a grim rivalry between Carey and Milland with frequent gunfire and fisticuffs. When skullduggery reaches grotesque proportions, Milland decides to take up the leadership against the outlaws. In the meantime Miss Lamarr has fallen in love with Milland, with the consequent shift of her allegiance to the side of justice.

Milland's assignment calls for considerable horse riding and displays of suavity and he carries out his chores well. In the bangup finale, he leads the citizenry in a grand and victorious battle against the outlaws. A secondary romance has been woven into the story, revolving around Mona Freeman and Harry Carey, Jr., a Northern lieutenant in pursuit of Milland.

The picture has some superb outdoor scenery. Mel Epstein produced and John Farrow directed, from a screenplay by Jonathan Latimer.

Running time, 87 minutes. General audience classification. For October release.

MANDEL HERBSTMAN

COMPO Board

(Continued from page 1)

ing in liaison work up to now will be drafted to form a COMPO committee which will be the necessary liaison between government agencies and the industry at large in connection with the international crisis, it was foreseen. Either Depinet or the committee itself, once named, will select a chairman of the liaison group.

Today's meeting will act on the suggestion made at the Astor Hotel here on July 13 by the COMPO sub-committee on organization, of which Harry Brandt is chairman, that COMPO be authorized to establish the wartime liaison.

In view of the limited time for travel, Depinet indicated that board members from a distance are not expected to attend. However, he got in touch with them by telephone to obtain the necessary clearances with all 10 charter member organizations of COMPO.

Last Thursday, as previously reported, Trueman T. Rembusch, national Allied president, issued a strong appeal for quick action by COMPO to establish itself as the industry's representative in connection with the war effort.

Al Lowe Takes Over

(Continued from page 1)

with independent producers and the studios here, has left the company's employ. He is a brother of Vitalis Chalif, who bowed out as member of the UA board in the re-shuffle which followed the shift of control to the Paul V. McNutt—Frank L. McNamee group.

DuMont Stock Shift

(Continued from page 1)

controlled DuMont, said the transfer must come before the Commission. Both Paramount and DuMont said they were filing the FCC petition under protest and were in "nowise admitting" Paramount control of DuMont.

Universal, Pathe

(Continued from page 1)

lines would not be crossed by "IA" laboratory technicians.

Failure of Commissioner L. A. Stone of the U. S. Mediation and Conciliation Service to bring about a meeting of minds on terms for new contracts for the 375 "U" and 40 Pathe home office clerical workers caused the union to decide in favor of taking the strike vote. "IA" international president Richard F. Walsh previously had given the local permisto take such a vote.

The local is seeking a general wage boost at both locations of approximately seven per cent, described as the formula set by the contract concluded between the local and Warner.

Regardless of tomorrow's strike vote, the local's bargaining committee plans to meet once more with "U" president Nate J. Blumberg, following his return from Europe on Thursday, before taking further steps, Russell Moss, H-63 executive vice-president, said.

Berger on Compo

(Continued from page 1)

will not deal with these, restricting itself to the task of building goodwill and handling film legislation.

"All in all," Berger said, "I am glad to see the ball start rolling to build industry goodwill—on the inside as well as the outside."

Deny Reduced Term for '4'

WASHINGTON, July 23.—U. S. District Court Judge David A. Pine has denied defense pleas to reduce the sentence of four of the "Unfriendly Ten" former Hollywood workers found guilty of contempt of Congress, and at the same time he issued a blistering attack on their motives and conduct during the last three years.

Pine was asked to reduce the one year in jail and $1,000 fine sentences of Albert Maltz, Alvah Bessie, Samuel Ornitz and Dalton Trumbo. It was argued that Judge Richmond B. Keech had given only six-month sentences to Herbert Biberman and Edward Dmytryk and they demanded similar treatment for the others.

NY Pay Probe

(Continued from page 1)

to continue its work preparatory to making minimum wage recommendations to Corsi.

At hearings conducted from time to time since May, the board received a bid for a $1-per-hour minimum from organized film industry labor, and appeals by theatre representatives against the setting of a high minimum. Representing the film industry on the nine-member board are Samuel Rosen, vice-president and treasurer of Fabian Theatres, and Michael J. Mungovan, state IATSE executive.

Warner Sets Eight

(Continued from page 1)

directed by Edwin L. Marin with Saul Elkins producing. "Only the Valiant," Gregory Peck starred, William Cagney producing, and Gordon Douglas directing. "Jim Thorpe—All American," with Burt Lancaster, directed by Michael Curtiz and produced by Everett Freeman. "Lullaby of Broadway" in Technicolor, starring June Haver and Gene Nelson. William Jacobs will produce with David Butler as director.

Following close behind the first group of starters will be:

"Operation Pacific," John Wayne starrer, produced by Louis F. Edelman and directed by George Waggner. "Stranger on a Train," from the novel by Patricia Highsmith, to be directed by Alfred Hitchcock. "A Streetcar Named Desire," Charles K. Feldman Group Production starring Vivian Leigh and Marlon Brando, with Elia Kazan directing.

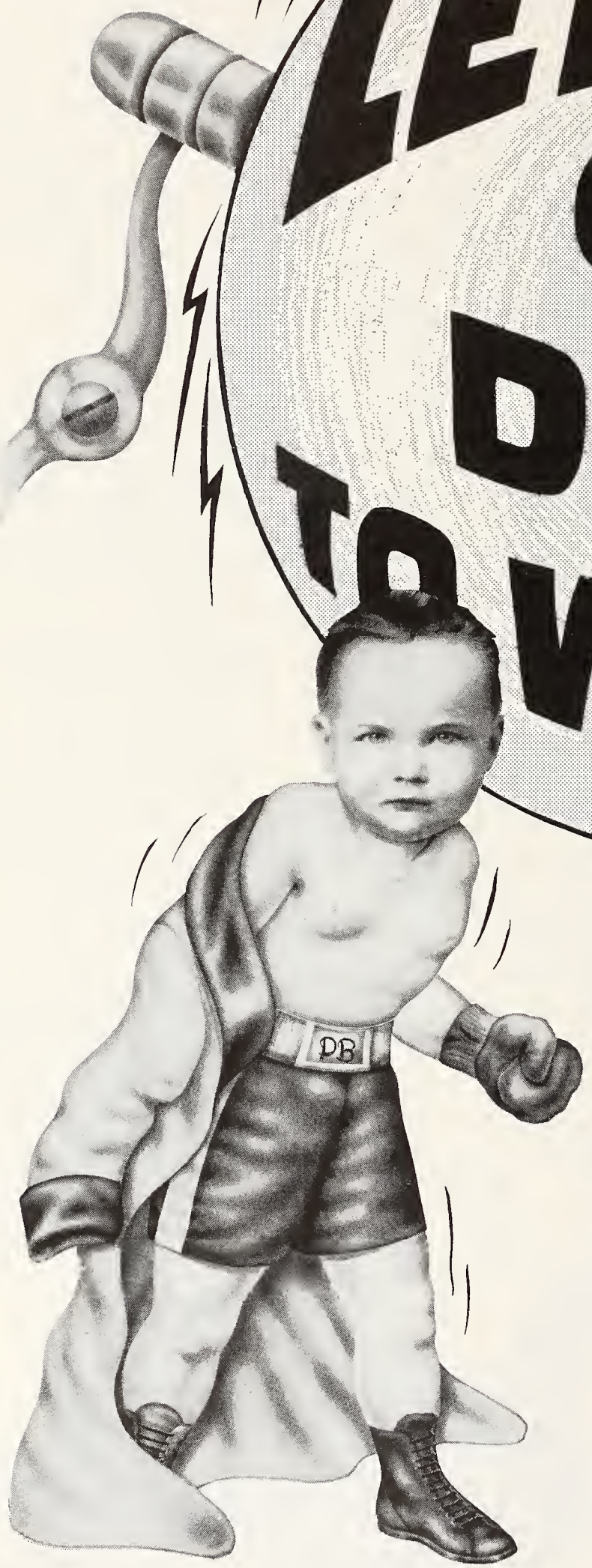
Continuing in production are:

"Rocky Mountain," Errol Flynn starrer, with William Keighley directing and William Jacobs producing. "West Point Story," starring James Cagney, Virginia Mayo, Doris Day, Gordon MacRae and Gene Nelson, with Roy Del Ruth directing and Louis F. Edelman producing. "Breakthrough," with David Brian, John Agar and Frank Lovejoy, under the direction of Lew Seiler, with Bryan Foy producing.

a most unusual picture

A HOLLYWOOD STORY!

LET'S ALL GET DOWN TO WORK!



Let's get in there and start slugging it out with any and every kind of competition!... Let's put some SOCK in our Showmanship... some wallop in our effort!...Let's ring the bell ...in our lobbies...on our screens...in the newspapers...through billboards, radio and television...to let potential patrons know that MOVIES ARE BETTER THAN EVER... and that the Motion Picture is still championship ENTERTAINMENT!

Let's get back into training for SRO action ...by using more and better Showmanship... the "Sunday Punch" of Show Business!

NATIONAL *Screen* SERVICE
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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. N—6 NEW YORK, U. S. A., TUESDAY, JULY 25, 1950 TEN CENTS

Allied Pledge Of War Aid Sent to Gov't.

Its 7,000 Theatres Are Ready, Rembusch Says

FRANKLIN, IND., July 24.—From the headquarters here of Trueman T. Rembusch, president of Allied States Association, the offer of the aid of 7,000 theatres in the war effort has been dispatched to the United States Government.

The following message has been sent to President Truman, Secretary of State Dean Acheson, Secretary of the Treasury John W. Snyder, Secretary of National Defense Louis B. Johnson, and to the National Security Resources Board:

"Allied States Association of Motion

(*Continued on page 6*)

COMPO Board Sifts Plans for Wartime Assistance to U. S.

Meeting yesterday at the RKO office of Ned E. Depinet, president of the Council of Motion Picture Organizations, the executive board of COMPO discussed the use of the organization as the industry channel for cooperation with the U. S. Government in the present war crisis.

Those present also discussed briefly ways and means to implement the financing program of COMPO. There was also a general discussion of ways and means by which coverage of COMPO news in the trade press could be of maximum value to the industry and to the organization without

(*Continued on page 6*)

Lapidus Presides at WB Meeting Today

Jules Lapidus, Warner Brothers Eastern and Canadian division sales manager, will preside over a two-day regional sales meeting of the company's Central district in Pittsburgh beginning today, to discuss details of the recent West Coast meeting of top Warner executives.

Attending the conclave, in addition to Ladipus, will be F. D. (Dinty) Moore and branch manager P. R. Defazio, Buffalo, and salesman J. Zurich, D. J. Passin and L. Pearlman; branch manager J. S. Abrose,

(*Continued on page 3*)

Canada Alert to Potentialities in Films and TV Because of Emergency

Toronto, July 24.—Trade observers have gathered the impression that television will be further delayed in its introduction in Canada because of the increasing ramifications of the international situation, particularly with respect to the need for basic materials for war industries.

Canadian exhibitors are watching developments closely because of the possibility of government stabilization of labor and prices, with a return to industrial controls. New theatre construction has reached a low level, however, although a number of units are undergoing extensive alterations. There is also the prospect that the Canadian dollar, now at a 10 per cent discount, may be returned to parity with U. S. funds.

'Understanding' Entering Johnston-Wilson Confabs

LONDON, July 24.—Although no overt progress was made at today's meeting between Motion Picture Association of America president Eric A. Johnston and British Board of Trade president Harold Wilson, it was indicated following the session, that each now better understands the other's position in the renegotiation of the Anglo-American film agreement. It is likely that the next meeting between the two will take place Wednesday morning.

Actually, however, no date was fixed for the next meeting in view of the fact that the British Cabinet will devote the whole of tomorrow to consideration of defense problems preliminary to Wednesday afternoon's full-dress House of Commons debate on the Korean situation.

The official report by the MPAA and BOT following today's meeting

(*Continued on page 7*)

SAG Approves Pact Demands for Video

Hollywood, July 24.—Screen Actors' Guild television administrator Kenneth Thomson announced a tally of votes cast by the membership in a mail referendum showed 2,757 approving and 80 disapproving SAG's contract demands for actors in television motion pictures.

RKO Meet in Dover Today

Special meeting of RKO Corp. stockholders is set for today in Dover, Del., to ratify postponement of the corporation's reorganization to Dec. 31, 1950, to elect board members and to reduce from four to three the number of directors required to constitute a quorum.

Divorcement of theatres from production-distribution was to have been completed last May 8 under RKO's

(*Continued on page 7*)

CEA, Reels to Set New Blueprint Today

LONDON, July 24.—Cinematograph Exhibitors' Association officers will meet with representatives of the Newsreel Association tomorrow to hammer out a new plan of newsreel distribution when the government's Film Stock Control Order is revoked.

It is anticipated that the revocation will be made on Sept. 1. Film stock

(*Continued on page 7*)

Anglo-Italian Film Unit to Aid Trade

LONDON, July 24.—An Anglo-Italian committee composed of members of the British Film Producers' and the Italian Film Producers' associations has been set up to assist in securing two objects designed to improve relations between the industries of the two countries.

The two are: (1) to improve distribution of Italian films in this country and British films in Italy, and (2) to overcome practical difficulties relative to joint production of English and Italian films in the two countries.

The committee was set up at a meeting here of BFPA and IFPA representatives. Trade unions in both countries, it is said, are to be fully consulted in regard to these arrangements.

Curb on Steel Due Soon; See Theatres Hit

'Non-Essential' Users in Last War, May Be Again

WASHINGTON, July 24.—Indications today were that both House and Senate Banking Committees would give speedy approval to the Administration's request for power to allocate steel and other critical materials to defense production and to keep them from non-essential users, presumably including theatres.

W. Stuart Symington, chairman of the National Security Resources Board, opened hearings before both groups on the Administration's proposed economic control bill, appearing before the Senate committee in the

(*Continued on page 7*)

NY 1st-Run Income Better; 'The Men,' 'Arrow' Open Strong

A number of New York's first-runs pulled out of the slump this week as new attractions replaced holdovers which had grown weary at the box-office. The bright and warm weekend weather dented matinee trade somewhat, but despite this business in the main is good.

"The Men" with a stage presentation at the Music Hall drew about $20,200 on its opening day, Thursday, representing the biggest opening at the house in nearly a year. The pace slowed at the weekend, but the show still looks good for about $135,000 in an initial week; this is highly satisfactory.

"Broken Arrow" with the Andrews Sisters and an ice revue on stage at the Roxy is another strong newcomer with about $87,000 indicated for the

(*Continued on page 6*)

8 Percentage Suits Filed Against Karren

CARSON CITY, Nev., July 24.—Eight percentage actions have been filed here in U. S. District Court against Thomas L. Karren, formerly the owner and operator of the Fallon and Lawana theatres in Fallon, Nev.

Separate actions were brought by Universal, Columbia, RKO, United

(*Continued on page 6*)

NEWS in Brief . . .

BUDDY ROGERS has signed a contract with DuMont television network to appear on a variety show starting in September, it was announced at the weekend. He will appear one night a week. He also will appear on a half-hour show later on.

•

Albany, N. Y., July 24.—The Jack Schlaifer Organization, Inc., producers representative, has been incorporated here.

•

SALT LAKE CITY, July 24.—Gloria Swanson and Moroni Olsen, a native of Utah, represented the film industry today in the annual commemoration of the entry of Brigham Young and the Mormon pioneers into Salt Lake Valley in 1847. The stars participated in a parade, with Miss Swanson attending the Pioneer luncheon and Olsen reading a poem at the dedication of a memorial to the pioneers.

•

MINNEAPOLIS, July 24.—O. E. Maxwell, Altec sales representative here, has resigned to enter business for himself. In the sound equipment field since graduation from college in 1922, Maxwell had been with Altec and its predecessors for 28 years.

Catlin Ill, Wechsler Returns to WB Post

CLEVELAND, July 24.—Eddie Catlin, recently transferred here from Buffalo as Warner branch manager, is taking an extended sick leave. Jerry Wechsler returns here from Pittsburgh where he was assigned following the promotion of F. D. (Dinty) Moore to district manager.

Kaplan to Berger As Buyer-Booker

MINNEAPOLIS, July 24. — Lowell Kaplan, Independent Theatres buyer and booker, has joined Berger Amusement Co. in a similar capacity, succeeding Ted Bolnick, who resigned due to ill health. Kaplan's former post has been filled by Robert Hazelton.

Meet on KATO Confab

LOUISVILLE, July 24.—The convention committee of the Kentucky Association of Theatre Owners is scheduled to meet tomorrow to plan the KATO convention program, scheduled here at the Brown Hotel on Wednesday and Thursday, Oct. 18-19. Scheduled to be on hand for tomorrow's meeting are chairman Cliff Buechel and committee members W. E. Carrell, G. K. Arnold, E. L. Ornstein, Clarence Taylor, Katie Overstreet and Nell Bordon.

'Irma' Opens at Para.

Paramount's "My Friend Irma Goes West" will open Aug. 2 at the New York Paramount Theatre.

Personal Mention

HENRY GINSBERG, former Paramount vice-president in change of production, is in New York from the Coast.

•

JOANNE ELINORA DEMBOW, daughter of SAM DEMBOW, JR., and MRS. DEMBOW, and FRED MOHRHARDT, JR., son of FRED MOHRHARDT and MRS. MOHRHARDT, were married at the bride's home in Larchmont on Friday. MRS. MOHRHARDT, JR., attended the Ursuline School and the Georgetown Visitation Convent. The bridegroom, a graduate of Lehigh University, is associated with United Paramount Theatres.

•

JOHN ROTHWELL of M-G-M's studio publicity department, and RUDD WEATHERWAX, owner of "Lassie," have written the story of the canine star, and it will be published by Duell, Sloan and Pearce.

CHARLES P. SKOURAS, president of National Theatres, has returned to Los Angeles from New York.

•

BEATRICE PECK, secretary to MORRIS ALAN, editor of Universal-International's house organ, *Progress,* will be married on Aug. 4 to STANLEY GREENE.

•

MARGARET MAZZADRA, daughter of WILLIAM MAZZADRA, manager of the Black Rock Theatre, Bridgeport, was married recently to WILLIAM SCOTT of that city.

•

PETER BARNES, operator of theatres in British Columbia and Chelan, Wash., has left there for England.

•

RUSSELL HOLMAN, Paramount Eastern production manager, left here for the Coast at the weekend.

Excessive Terms on NCA Meet Agenda

MINNEAPOLIS, July 24.—Regional meetings of North Central Allied, to be held at New Rockford, N. D., tomorrow at the Rockford Hotel, and at the Graver Hotel, Fargo, on Wednesday, will highlight discussions and action on excessive film rentals and "must" percentages for small situations.

NCA president Ben Berger and executive secretary Stan Kane will preside at both meetings. All independent exhibitors, regardless of affiliation, are invited to attend the meetings. Kane will leave immediately following the close of the Fargo meeting for Chicago, where he will attend a conference of national Allied's Caravan percentage committee.

Royal Film Show Assigns Nat Karson

Nat Karson, former stage show producer for Radio City Music Hall here and now producer of the London Empire Theatre's stage presentations, will produce a special stage show to follow the still-to-be selected film at the Royal Command film performance which will be given at the London Empire on Oct. 30.

51st Fabian Theatre

CLIFTON, N. J., July 24.—The 51st theatre in the Fabian circuit will be opened here on Wednesday with ceremonies which will be attended by civic leaders of the area. The new house, to be called the Alwood, will seat 1,100. Modern in every architectural respect, it was built at a cost of $200,000. The initial day's receipts will be turned over to a local charity.

Finds Ceilings Okay

BOSTON, July 24.—The city Building Department has reported that a check of theatre ceilings of the suspension type had revealed all examined were in good condition. The department instituted the investigation following the collapse of a theatre ceiling in Chicago.

Reach Settlement in Mexico Studios Tiff

MEXICO CITY, July 24.—The thrice-postponed strike against Mexico's studios, the Churubusco-Azteca, Clasa and Tepayac, was avoided by an agreement which the studios and the National Cinematographic Industry Workers Union signed before Adolfo Ruiz Cortines, Minister of the Interior.

The union's members, mostly technical and manual workers, got a 12% pay hike instead of the 50% which they had demanded. Increased pay seemingly satisfied the union for it did not press its demand for a 30-hour week.

Legion Reviews 5; Rates All as 'A'

Five additional pictures have been reviewed by the National Legion of Decency, with all receiving A ratings. In Class A-I are Universal-International's "Abbott and Costello in the Foreign Legion"; Columbia's "David Harding, Counterspy"; Eagle Lion Classics' "Destination Moon," and M-G-M's "Right Cross."

In Class A-II is Warner's "Pretty Baby."

To Attend Premieres

Joan Evans and Farley Granger will attend the world premieres of "Our Very Own" and "Edge of Doom," both Samuel Goldwyn productions in which they are co-starred, at the Victoria and Astor theatres here tomorrow night and the night of Aug. 2nd, respectively. The premieres are for the benefit of the New York Foundling Hospital.

First-runs for Drive-in

HARTFORD, July 24.—George E. Landers, Hartford division manager for E. M. Loew's Theatres, has announced start of a new first-run policy, first such policy for a drive-in theatre in this territory, at the Norwich-New London Drive-In Theatre, Montville, Conn.

Hold Open Tesma Meet on Oct. 9

The 1950 convention and trade show of Theatre Equipment and Supply Manufacturers' Association and the Theatre Equipment Dealers Association will hold an open meeting for "everyone in the industry" on Oct. 9 at the Stevens Hotel in Chicago. The convention runs from Oct. 8-11.

New theatre television equipment will be among the variety of items on display.

Lippert Franchise Holders Meet Today

Discussion of sales policies and production schedule for the coming year is on the agenda of Lippert Productions' meeting of franchise holders at the Sherry-Netherlands here today.

Among those addressing the meeting will be Robert L. Lippert, president; Arthur Greenblatt, general sales manager, and William M. Pizor, vice-president.

Three World War II Films to Rialto

The Rialto here will open today with three World War II reissues, "Memphis Belle," "Flying Hell-Cats" and "Destination: Stratosphere," it is announced by Film Renters.

The three unit show, made by the U. S. and British governments, has been booked into the Fox Intermountain and Fox Midwest circuits, Film Renters said, and by Balaban and Katz.

Para. Promotes Two

Two promotions at Paramount's Detroit exchange have been effected by A. W. Schwalberg, president of Paramount Film Distribution Corp., with Carl Dorst, Jr., promoted from booker to booking manager and office manager, and Henry Dudek promoted from cashier to booker.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

Marlon Brando - Teresa Wright
in STANLEY KRAMER'S
"THE MEN"
Released thru United Artists
SPECTACULAR STAGE PRESENTATION

711 OCEAN DRIVE
starring
EDMOND O'BRIEN
JOANNE DRU
with OTTO KRUGER
Released by Columbia Pictures

in Person
LOUIS JORDAN
and His Tympany Five
The FONTANE SISTERS
BOBBY VAN
RUDY CARDENAS
BOB CHESTER
and His Orchestra

PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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Canada Film Import Up, Exports Slump

Ottawa, July 24.—The Canadian government reports imports of films increased to $392,000 in May compared with $246,000 last year in May and advanced to $1,867,000 in the first five months this year against $1,611,000 last year.

At the time, the report adds, exports of Canadian films in May slumped to $121,000, against $440,000 last year and totalled only $970,000 in the first five months compared with $1,510,000 a year ago.

Services Tomorrow For Rex Ingram, 58

HOLLYWOOD, July 24.—Funeral services will be held at Forest Lawn on Wednesday for Rex Ingram, 58, silent film producer and director who won fame with his "The Four Horsemen of the Apocalypse," "Scaramouche," "The Garden of Allah," and many others.

Ingram, who retired from the industry with the advent of sound, died Friday at his North Hollywood home. The widow, the former Alice Terry, star in many of his films, his father and a brother survive.

Born in Dublin, Ireland, and a graduate of Trinity College, Ingram came to the U. S. in 1911 and first became interested in motion pictures while a student at the Yale Fine Arts School. He worked first for the Edison company, joining Vitagraph in 1913, and directed his first picture in 1916.

World War I interrupted Ingram's career as he served in the Royal Flying Corps. Upon his return he joined the Metro-Goldwyn studio, and produced, directed and sometimes wrote a large number of films which won wide acclaim.

Criterion Honors Mayor

Mayor Milton A. Gibbons of Tuckahoe, N. Y., technical advisor on the production of "So Young, So Bad," was honored at ceremonies held last evening at the Criterion Theatre here where the picture is in its first week. Gibbons, who is president of the Junior Americans of the U. S., youth organization which has evolved an anti-delinquency program, was accompanied at the ceremonies by several youths of Yonkers, where the picture was filmed. United Artists is releasing the Danziger Brothers production.

Azteca Film Due in D.C.

WASHINGTON, July 24. — Azteca Films' latest importation from Mexico, "Madness in Love," will have its Eastern U. S. opening here at the new Plaza Theatre late in August, according to Harry Stern, Azteca special representative.

Milton Cohen, Attorney

LOS ANGELES, July 24.—Services were held here for Milton M. Cohen, Sr., 69, film attorney, who handled legal matters for such stars as Gloria Swanson, the late Roscoe Arbuckle, Greta Garbo, and others. He died at his desk last Wednesday.

Reviews

"Pretty Baby"

(*Warner Brothers*) *Hollywood, July 24*

BETSY DRAKE'S ingenious device to obtain a seat on a crowded New York subway train should also be successful in filling a lot of theatre seats from Coast to Coast. In "Pretty Baby," filmgoers are due for a delightful comedy, and in Miss Drake they will find a refreshing reminder of Jean Arthur, complete with squeaky voice and facial maneuvers. Yet this picture should definitely establish the new actress as a major star on the strength of her own personality and excellent sense of comedy.

Producer-screenwriter Harry Kurnitz, who shares writing credit with three others, and director Bretaigne Windust have made a quite believable story out of what would ordinarily be considered the incredible, even in a comedy. Miss Drake appears as an advertising agency's supposedly not-to-bright mimeograph department girl who solves one of her major problems—she's also in love with one of her bosses—by taking a doll from a baby food display, wrapping it in a blanket and carrying it to and from the office. (She stores her child in a subway locker during office hours.)

The device not only gets her a seat each morning and evening, but the irrascible baby food tycoon, Edmund Gwenn, happens to sit next to her one day and overhears the foster mother tell an inquisitive woman nearby that the baby was "named Cyrus Baxter, after that wonderful man who has devoted his life to making food for babies."

In quick order, Miss Drake is promoted to a jingle-writing copywriter's job at double her pay and shown every other consideration by her employers, Dennis Morgan and Zachary Scott, on the insistence of their principal client, Cyrus Baxter. The mellowed old gent almost marries her off to Scott before Morgan steps in to claim "Pretty Baby." Running time: 92 minutes. General audience classification. Release date, July 26. LEO SIMON

"Gunfire"

(*Lippert*) *Hollywood, July 24*

A FAST-MOVING, forthright tale about an incident in the later life of the fabulous Frank James, "Gunfire" stands out in the flow of Westerns as a quite special piece of merchandise. It packs far more and better story and action than its 59 minutes of running time would suggest to the casual shopper for product.

With Don Barry in the dual role of James and an unreformed bandit who impersonates him in a series of robberies, with Robert Lowery as James' friendly sheriff and Wally Vernon in a contrastingly light character role, the picture rolls smoothly and swiftly along its course and winds up as simply and firmly as all well-told stories should.

Producer-director William Berke, who co-scripted with Victor West, picks up Frank James in Greede, Colo., some years after Jesse's death and his own reformation. While he lives quietly with his family, a former member of his bandit gang who has teamed up with Charlie Ford, brother of Bob, Jesse's killer, tries to lure him back into banditry, but James declines. After Sheriff Kelly, played by Lowery, kills Bob in a street shooting, Charlie becomes a member of a gang, which headed by a man who impersonates Frank, blazes a wide trail of outlawry. How it comes about that the impersonation is detected, the impersonator killed and the gang rounded up, makes a most actionful and credible hour of melodrama interesting to all followers of outright horse opera and Western lore.

Running time, 59 minutes. General audience classification. Release date, not set.

Lancaster Appears For His 'Flame'

ALBANY, N. Y., July 24.—Burt Lancaster, on a personal appearance tour for his film, "The Flame and the Arrow," appeared in this city yesterday, and the public, press and radio turned out en masse to greet the Warner Bros. star at a special press luncheon, radio broadcast over WABY and on-stage at the Strand Theatre in the evening.

Five thousand turned out for the local "Soap Box Derby" to watch Lancaster present a trophy to the winner, as station WXKW broadcast the proceedings. Three additional stations, WROW, WPTR and WOKO made tape recordings for rebroadcasting later in the day. Lancaster's next appearance is at Buffalo's Paramount.

'Furies' Grosses $5,000

TUCSON, July 24.—A gross of $5,000 is reported for the world premiere of Paramount's "The Furies," held Friday at the 1,000 seat Paramount Theatre here. Admissions were scaled at $10, $5 and $2.50, with proceeds going to the Walter Huston Memorial Scholarship Fund set up at the University of Arizona.

North Coast Men In Post Changes

SAN FRANCISCO, July 24.—Graham Kislingbury, district manager of North Coast Theatres, has announced the following promotions effective Wednesday: Herbert Lustig, Orpheum treasurer, becomes assistant manager at the Esquire; James Porter, United Artists assistant, to manager of the Esquire; G. T. Pinckerd, Esquire assistant, to United Artists assistant; Horace Tappe, formerly with Fox West Coast, will manage the United Artists; Tony Rodriquez, formerly with United Paramount, becomes assistant at the Orpheum.

Robert Broadbent resigned as manager of Esquire to operate his own theatre near Placerville. He was with North Coast for four years.

Monogram Slates Three

HOLLYWOOD, July 24.—Three films are in, or slated for early production on the Monogram lot. "Texas Raiders," starring Johnny Mack Brown, went before the cameras on Tuesday, with "Hot Rod" to start next Tuesday. Jerry Thomas is producing both. "The Bowery Thrush," Jan Grippo production, will start Aug. 2.

Short Subject

"The New Pioneers"

(*Paramount*)

A fascinating photographic glimpse into the newest addition to the family of nations is provided in "The New Pioneers." The two-reel subject on Israel, currently being shown at Radio City Music Hall, was produced and directed by Baruch Dienar as the first Israeli commercial production of Israel Motion Picture Studios, Ltd.

The film shows the industrial development and the agriculture advances of the new nation as well as many phases of its life. Photography and direction were excellent. The picture uses the format of having an American journalist tour the country for source material for a series of articles.

Film Shows Abilities Of Paraplegic 'Vets'

HOLLYWOOD, July 24. — Paraplegic veterans who participated in the production of "On Stage Everybody," one-reel musical revue, at Paramount, attended the first preview of the film at the studio the other day. The short stars Bob Hope and features 18 paraplegics of World War II who are confined to wheel chairs. It was produced by the Disabled American Veterans with the approval and cooperation of the Association of Motion Picture Producers. The film emphasizes the capabilities of handicapped war veterans and their employment potentialities.

The film is not a fund-raising project. Distribution plans are in a formtive stage and will soon be announced.

With the cooperation of the industry, the DAV last year produced a short, "How Much Do You Owe?", starring Jimmy Stewart and Gen Jonathan M. Wainwright, past national commander of the DAV. The film played in 14,071 theatres, believed to be a record for a documentary.

Lapidus Presides

(*Continued from page* 1)

Cincinnati and salesmen J. P. Eifert, R. J. Burn, R. Salyer and M. Seed; J. M. Wechsler, Cleveland, and salesmen W. Twig, D. Kaufman and R. Bixlir; branch manager C. W. McKean, Indianapolis, and salesmen G. Block, R. Schrader and J. Goldman; Pittsburgh salesmen J. Kalmenson, R. Lynch, S. Perelman and P. Krumenacker.

Home office executives also attending include Norman H. Moray, short subject sales manager and I. F. Dolid.

Lapidus will hold a similar two-day to assume his position as national campaign coordinator of "Cyrano De Bergerac."

Condon in 'Cyrano' Post

HOLLYWOOD, July 24.—Richard Condon is due here from New York tomorrow to assume his position as national campaign coordinator of "Cyrano De Bergerac."

Condon left New York at the weekend after conferring with Myer P. Beck, eastern publicity and advertising director for the Kramer Corporation, and will continue his campaign plan discussions with Stanley Kramer and George Glass in Hollywood.

"I just got bac

and wha

i

I've seen your THANKSGIVING Picture!*

ALL ABOUT EVE

The Women: Bette Davis · Anne Baxter Celeste Holm. *The Men:* George Sanders Gary Merrill · Hugh Marlowe. *There'll be Thanksgiving up and down all the land.*

* *Available for a few select pre-release engagements*

I've seen your CHRISTMAS Picture!*

AMERICAN GUERRILLA IN THE PHILIPPINES

Color by TECHNICOLOR

Tyrone Power · Micheline Prelle in the timeliest picture ever—*and it's available for your BEST playing time!*

* *Available for a few select pre-release engagements*

I've seen your NEW YEAR'S Picture—*

Clifton "BELVEDERE" Webb in

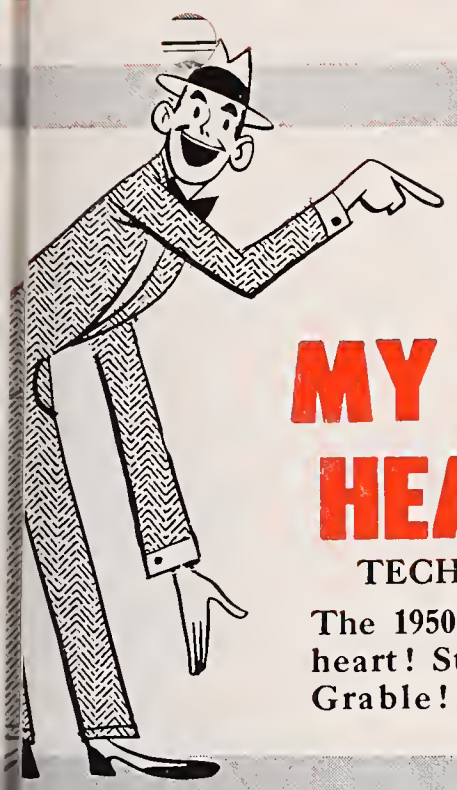
FOR HEAVEN'S SAKE

costarring the Joans Bennett and Blondell and Robert Cummings. It's Heaven sent!

* *Available for a few select pre-release engagements*

...om Hollywood...

...story of QUALITY ...UANTITY I've got to tell!"



"I've seen product to make EVERYDAY A HOLIDAY!"

MY BLUE HEAVEN

TECHNICOLOR

The 1950 musical with heart! Starring Betty Grable! Dan Dailey!

PANIC IN THE STREETS

Elia KAZAN creates the screen excitement of the Year. Get set now!

MISTER 880

One wonderful picture starring Burt Lancaster, Dorothy McGuire and Edmund Gwenn!

THE FIREBALL

The First drama of the Roller Speedways—starring Mickey Rooney, Pat O'Brien!

TWO FLAGS WEST

Big outdoor romance drama! Joseph Cotten, Linda Darnell, Jeff Chandler, Cornel Wilde.

I'LL GET BY

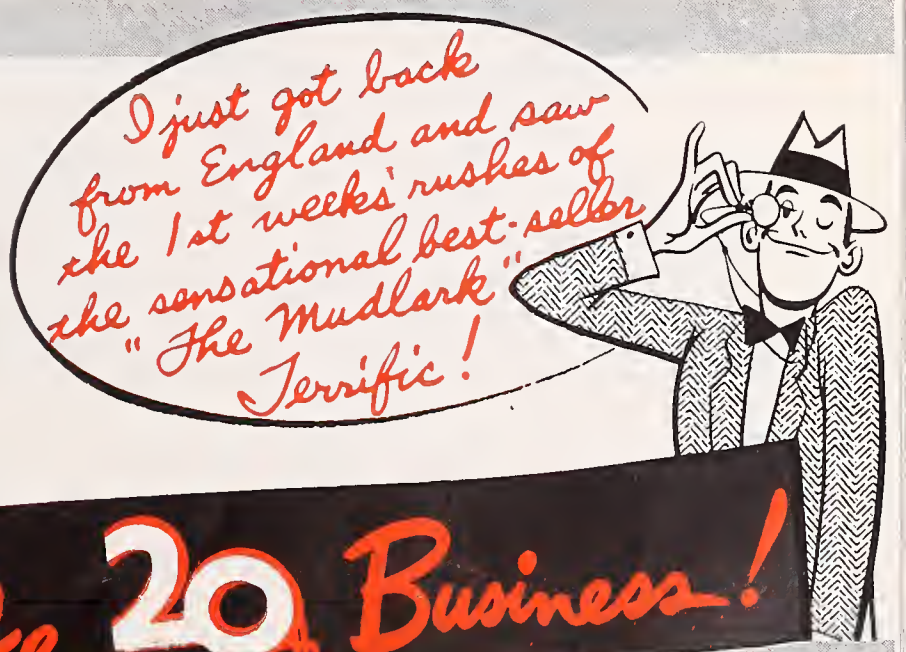
TECHNICOLOR

Dances by Haver; *Love by* Lundigan; *Kisses by* de Haven; *Songs by* Day; *Trumpet by* James.

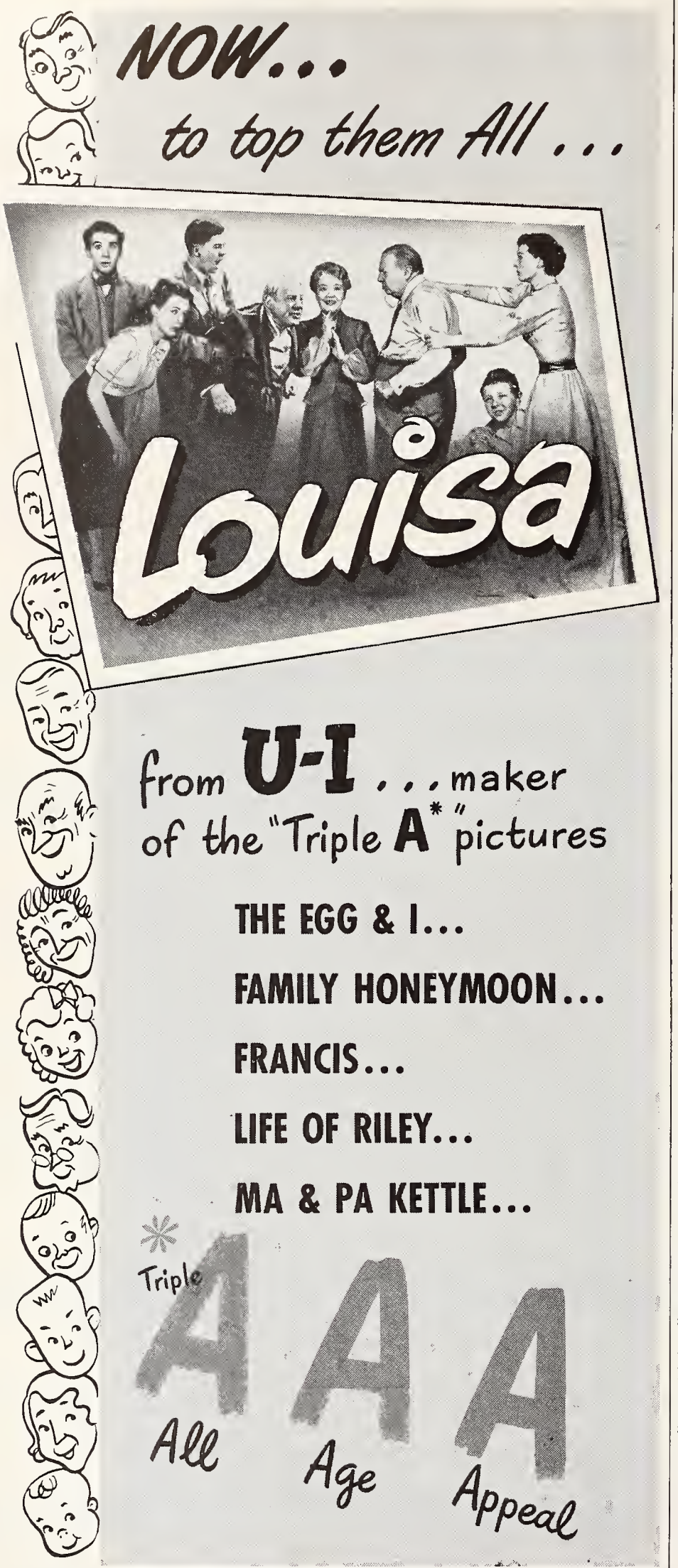
Watch for...

NO WAY OUT

Destined for unprecedented grosses!



There's No Business Like 20th CENTURY-FOX Business!



"Louisa is excellent! For audiences of any age, sex or location." M. P. HERALD

WORLD PREMIERE, CHICAGO THEATRE, CHICAGO, AUGUST 11th

Says Theatres Want More Showmanship

Minneapolis, July 24.—Theatre owners attending the meetings and screenings of 20th-Fox's "Broken Arrow" have been unanimous in requesting the need for even more showmanship, 20th's Minneapolis branch manager M. A. Levy reports.

"A majority of exhibitors also voiced approval of the gatherings on a public relations level and urged that more companies hold them," Levy said.

Four More Drive-ins Set for Connecticut

HARTFORD, July 24.—Henry, Walter, Paul and Benedict Kupchunos and Peter Kostek, all of South Windsor, will erect a $150,000 600-car capacity drive-in theatre at East Windsor. The partners have disclosed that, if the venture is successful, they may erect other theatres in Connecticut.

The Board of Aldermen at Chicopee, Mass., has turned down a petition by John L. Sullivan for a zone change to permit erection of a drive-in theatre in that town.

Two new drive-ins will be opened by Lockwood-Gordon-Rosen Theatres in Connecticut this summer, at Norwalk and Torrington, with the latter drive-in slated for an Aug. 1 opening.

A decision by the Columbia, Conn., zoning board to allow erection of a drive-in theatre in Columbia by Willard B. Rogers, president of Bond Hotels Corp., Hartford, has been upheld at a town public hearing on the matter.

Wometco Sued for $1,009,500 Damages

MIAMI, July 24.—Trustees of the Parkway Theatre Corp., dissolved after sale of the theatre to a Wometco subsidiary in May, 1943, have filed an anti-trust suit against Wometco and are asking treble damages of $1,009,-500. The complaint alleges the Parkway was sold at a loss of $38,000. Jack Courshon is representing the Parkway trustees.

Mullin at Drive Lunch

BOSTON, July 24.—One hundred theatre owners and managers of Massachusetts theatres will attend a luncheon-meeting at the Hotel Bradford tomorrow, called by Martin J. Mullin, president of New England Theatres and co-chairman of the "Jimmy Fund Drive" to give the background and purpose of the forthcoming drive. Principal speaker will be Dr. Sidney Farber, of the Children's Cancer Research Department of Harvard Medical School.

8 Percentage Suits

(*Continued from page* 1)

Artists, Warner, Loew's, 20th Century-Fox and Paramount. Attorneys for the plaintiffs are the law firm of VanCott, Bagley, Cornwall and McCarthy of Salt Lake City, and George L. Sanford of Carson City. Sargoy and Stein of New York are of counsel for the plaintiffs.

Allied War Aid

(*Continued from page* 1)

Picture Exhibitors, representing independent motion picture theatre owners, is planning full cooperation with the government in the war emergency through the Council of Motion Picture Organizations which numbers in its membership all elements in the motion picture industry.

"In the meantime I have designated our general counsel, William F. Myers, 1131 DuPont Circle Building, Washington, D. C., to represent the 7,000 independent theatres in Allied State Association in all matters involving participation by such theatres in the war effort.

"In the interest of complete teamwork we feel we should warn you against opportunists and publicity seekers pretending to speak for the motion picture industry. As soon as the Council of Motion Picture Organizations assumes its responsibilities in this matter, you will be assured of a point of contact with the industry involving all branches."

NY 1st-Run Income

(*Continued from page* 1)

first week. "Duchess of Idaho" with Bert Wheeler, Toni Arden and Sonny Denham's orchestra on stage has about $45,000 in prospect in a fair first week at the Capitol.

"711 Ocean Drive" with Louis Jordan's Tympany Five, the Fontane Sisters and Bob Chester's orchestra on stage had a good opening at the Paramount where a first week's take of about $69,000 is in view. "So Young So Bad" might reach $15,000 in a fair enough initial week at the Criterion.

"The Flame and the Arrow" with Jane Pickens and Buddy Lester among others on stage is figured to give the Strand about $32,000 in a good third week. The Strand show will continue to Aug. 3 when "Kiss Tomorrow Goodbye" will bow in. Holding up well, "Annie Get Your Gun" promises about $13,000 in its 10th week at the State, which is more than adequate.

"Destination Moon" has slipped, but not too much at the Mayfair; the fifth should do about $15,000 in its fourth week which is healthy enough. "Mutiny on the Bounty" and "A Day at the Races," re-issue combination, should provide the Globe with about $12,000 in a mild third week.

"The Rocking Horse Winner" has about $3,500 indicated for a slow fifth and final week at the Park Avenue. Next at the house will be a re-issue of "All Quiet on the Western Front" due tomorrow. Two new ones from Samuel Goldwyn are due: "Our Very Own" opening tomorrow at the Victoria and "Edge of Doom" at the Astor on Aug. 2.

COMPO Board

(*Continued from page* 1)

infringing upon the reportorial freedom of the industry's publications.

Present at the meeting were: Dinet and William F. Rodgers, MPAA; Leo Brecher and Oscar Doob, MMPTA; Abel Green and Martin Quigley, Trade Press; Nathan Yamins, Allied; Robert J. Rubin, SIMPP; Max A. Cohen, ITOA; Francis Harmon, COMPO secretary; Leon J. Bamberger, assistant to Dinet; Henderson M. Richey, assistant to Rodgers, and Morton A. Sunshine, ITOA aide.

Steel Curb

(*Continued from page* 1)

morning and the House group in the afternoon. While members bombarded him with questions about the proposed power to requisition and other provisions of the measure, they seemed generally in agreement that the allocation and priority power is necessary.

No one has said yet just how theatre building may be curbed as a result of this, but theatres were considered non-essential users in the last year, and probably could suffer now. Symington said steel would be one of the first materials to be allocated.

The House committee hopes to have the bill reported out by the end of the week. The Senate Committee might follow close behind.

Committee members also indicated approval of the President's proposal to regulate consumer credit. This would hit the television industry very hard.

Meanwhile, the chances became very good that Congress will pass this year a stop-gap tax bill, boosting personal and corporate income taxes, and possibly making the increase apply to some of 1950 income. The tax increase will be taken up by the Senate Finance Committee as soon as the Administration makes its proposals, and probably substituted for the excise cutting bill already passed by the House. There is a bare chance some excise cuts might still be tacked onto the tax increase.

In addition to the stop-gap bill, there probably will be a broader general tax bill next year, if the international situation is still bad. This will include further boosts in personal and corporate income taxes, plus an excess profits tax and possibly some excise increases. Indications were that there will be no excise increases in the stop-gap bill.

Johnston-Wilson

(*Continued from page* 1)

was that the situation remains unchanged. Johnston this evening engaged in a long telephone consultation with industry leaders in New York, and this was followed by preparation with company with Society of Independent Motion Picture Producers president Ellis Arnall and MPAA's Joyce O'Hara of a written summary of the position of the negotiations to date. Presumably, the summary will be mailed to New York.

It may be significant, meanwhile, that top-level UK government propagandists are now quietly putting out the admission that the dollar gap very likely will be closed by 1951 if the present rate of improvement is maintained. But they claim this is more apparent than real in view of the necessity not only to close the gap but to strengthen gold reserves against possible war emergencies. This would appear to be a subtle reply to Johnston's claim that Britain's economic position justifies the restoration of full convertibility of U. S. film earnings.

RKO Dover Meeting

(*Continued from page* 1)

consent decree with the government in the industry anti-trust suit. The postponement of six months was granted by the U. S. Statutory Court here, subject to ratification by the stockholders.

Ten-Minute Tornado Flattens Drive-in

Cincinnati, July 24.—Lima's 700-car suburban Springbrook Drive-in, recently opened, costing $150,000 was flattened by a 10-minute tornado of violent intensity which cut a swath eight city blocks wide. Power lines were disrupted, theatres darkened and radio stations WLMA and WLOK were forced off the air and widespread property damage resulted. There were 16 injuries in the city.

MPAA Foreign Unit Aids Another Film

The Motion Picture Association of America's Advisory Unit for Foreign Films will sponsor a trade screening Thursday for the Italian feature "Faddija," ("Law of Revenge"), it was announced by B. Bernard Kreisler, executive director of the unit. Invitations to attend the screening at Columbia's home office projection room, Kreisler said, were sent to 65 independent and affiliated distributors of foreign films who will have an on-the-spot opportunity to negotiate for distribution rights for both North and South America. Dr. Mario Palladino, here from Italy as representative of the producer, will be on hand after the screening to talk terms.

This will be the fourth free trade screening of a foreign film arranged for and held under the aegis of the unit in recent months. It is one of the services offered by the project to help foreign film producers market their product in this country.

Lord Archibald and Myers Leaving Rank

LONDON, July 24.—As a result of reduced production by the J. Arthur Rank Organization, Lord Archibald has terminated his contract as managing director of Pinewood Films and will continue, according to Rank, in an honorary consultative capacity. Lord Archibald went to Rank in 1945 following war service with the British Information Service here and in New York.

Also leaving the Rank organization on Aug. 15 is John B. Myers, advertising-publicity chief, who is taking over an important Fleet Street post. Myers, regarded as a key man in the Rank organization, had lately been engaged in novelty merchandising in connection with Rank's now abandoned color cartoons.

CEA, Newsreels

(*Continued from page* 1)

manufacturers have now satisfied the British Board of Trade that they can supply additional stock without affecting the country's export trade.

With freedom of choice now restored to them, many theatremen declare they will cancel their newsreel contracts altogether, claiming that the reels generally no longer have entertainment value. From this it has become clear that the newsreel companies will now be called upon to improve their product's quality from the standpoint of British audiences if the reels are to retain their theatre business.

Historic Interview

Cleveland, Ohio

Burt Lancaster, several stories high on a pole above Cleveland's East Ninth St., is being interviewed by critic Omar Ranney on a window ledge of the 'Cleveland Press' building. Lancaster is repeating this unprecedented feat in advance of "The Flame and the Arrow" in all the key cities his schedule will allow. The pole on which he is balanced is held by Nick Cravat, his famed acrobat partner. This is further evidence that in "The Flame and the Arrow" Burt Lancaster performs actual deeds of daring never before attempted by a star *And this is fresh evidence that when there's a new showmanship idea you usually find it at Warners.*

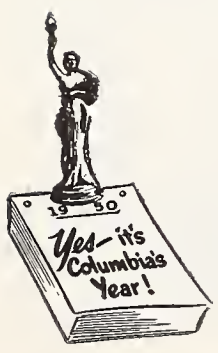
"—ADVERTISEMENT"

EXHIBITOR *meets* STAR

Rappaport is the one on the left

"I've seen a Columbia ad that says 'In a Lonely Place' is 'the Bogart suspense picture with the surprise finish.' That's no lie—it kept me interested right up to the last foot of film."

I. M. Rappaport
HIPPODROME THEATRE,
Baltimore, Md.



COLUMBIA PICTURES presents HUMPHREY BOGART "IN A LONELY PLACE" with GLORIA GRAHAME • Frank Lovejoy • Carl Benton Reid • Art Smith Jeff Donnell • Martha Stewart • Screen Play by Andrew Solt • A Santana Production • Produced by Robert Lord • Directed by Nicholas Ray

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 17 NEW YORK, U.S.A., WEDNESDAY, JULY 26, 1950 TEN CENTS

'Business Now Up,' 20th-Fox Chiefs Report

Receipts 'Exceptionally High," Meeting Is Told

CHICAGO, July 25.—Business improvement was clearly reflected in field reports of division managers at 20th Century-Fox's three-day sales convention which got under way here today at the Drake Hotel.

Stating that bookings and theatre receipts are "exceptionally high," the division managers, in personal reports to vice-presidents Al Lichtman and A. W. Smith, Jr., general sales manager, said before the company's assembled home office executives, branch managers and sales personnel that new all-time records had been set for bookings for a single month.

It was pointed out by the division chiefs that in addition to new product, demands were made for repeat bookings of some pictures.

The reports showed a new record for one month's bookings was made for "Broken Arrow" with 680 engagements in key cities for August.

"The Black Rose," another of the company's Technicolor films, it was claimed, broke forthcoming Labor Day

(*Continued on page 6*)

Truman Against Tax Cuts; Asks Boosts

WASHINGTON, July 25.—President Truman today asked Congress to boost personal and corporate income taxes to help finance the defense effort but to "eliminate the excise tax reductions" in the House-passed tax bill.

Despite the President's recommendation on excise taxes, however, there is a very slim chance that some ex-

(*Continued on page 7*)

Allied to Consider Action on Rentals

Chicago, July 25.—National Allied leaders and members of its Caravan product committee will meet here tomorrow and Thursday to discuss possible action to be taken against distributors for what are described as "exorbitant and impossible film rental terms," especially in relation to a "receding box-office".

Theatre Admissions Down $22,000,000 Last Year

WASHINGTON, July 25.—The U. S. Commerce Department today issued a report which graphically tells the recent woes of the motion picture industry.

Listing various vital statistics about the national economy in 1949, the report shows that while U. S. spending on recreation was up, U. S. spending on motion picture entertainment was down; that corporate income in the film industry was up very slightly but dividends were down sharply; that income of unincorporated enterprises was much lower; and that corporate sales were down sharply.

The Commerce report covers all segments of the industry. It gives these interesting figures:

U. S. spending on recreation hit an

(*Continued on page 7*)

Republic Meet Ends, Two Others Are Set

HOLLYWOOD, July 25.—Following meetings here yesterday and today at the company's studios, the second in the current series of Republic sales meetings will be held at the Blackstone Hotel in Chicago, Monday and Tuesday, Aug. 7-8. President Herbert J. Yates will address the meetings which will be presided over by James R. Grainger, executive sales vice-president.

Edward L. Walton, assistant general sales manager, division manager Walter L. Titus, Jr., and Richard T. Yates, executive assistant to Grainger, will attend. Also the following branch managers: George H. Kirby, Cincinnati; A. H. Fischer, Chicago;

(*Continued on page 6*)

'Boundaries' Appeal Hearing Off to Oct.

Even if the U. S. Supreme Court should choose to hear the appeal of the "Lost Boundaries" case, which will be submitted by plaintiffs' counsel Samuel I. Rosenman within a month, the court's schedule would not permit a hearing before October, Rosenman's office here indicated.

The U. S. Circuit Court of Appeals in New Orleans last week ruled in favor of the Atlanta censor in banning the picture. Action challenging the banning was filed by producer Louis de Rochemont and distributor Film Classics, and is being carried to the high court.

'Collarites' Vote to Strike Pathe, 'U'

Strike action against Universal and Pathe Laboratories was authorized last night by the unanimous vote of more than 600 members of IATSE Home Office Employes Local No. H-63 at a meeting held at the Hotel Diplonat here. Also unanimously voted was an assessment of a half-day's pay from union members working in other units.

Nate J. Blumberg, Universal president, and Russell Moss, H-63 executive vice-president, are scheduled to confer on Aug. 1 in a final attempt to avoid a strike at Universal.

M-G-M to Film 33 In Next 8 Months

HOLLYWOOD, July 25.—Six features will be started by M-G-M within the next month to complete the studio's schedule of 43 during 1949-50. Of 42 features approved for the 1950-51 program, 27 will go into production between Sept. 1 and April, it was announced today by Dore Schary, production vice-president.

Meanwhile, E. J. Mannix, general manager of the studio, has returned from Rome with the report that "Quo Vadis," being filmed there, is nearly half completed.

In addition to the 27 scheduled to be filmed from Sept. to April, 16 productions which have been approved and assigned with screenplays either

(*Continued on page 6*)

Columbia Adopts TV To Promote Product

Television was used for the first time as the principal medium for advertising a Columbia picture for the Los Angeles and New York openings of "711 Ocean Drive." Saturation campaigns in both cities in which video was the prime medium, started 10 days before the opening at the New York Paramount opening and in Los Angeles at the Hill Street and Pantages.

Columbia used more than 40 special film clips and trailers from the picture, and newsreels featuring members of the Senate committee investigating crime.

Delayed RKO Divorce Gets Final Approval

Stockholders Approve, Reelect All Directors

DOVER, Del., July 25.—By an overwhelming majority, stockholders of RKO Corp., at a special meeting here today, ratified postponement of the corporation's reorganization to Dec. 31, 1950, from May 8, as had been approved earlier by the U. S. Statutory Court in New York. The court had given its consent on condition that the stockholders concurred.

More than 80 per cent of the shareholders entitled to vote favored putting off the separation of RKO exhibition from production-distribution to the end of this year. Present at the meeting, in person or by proxy, were approximately 85 per cent of the shares entitled to vote.

As recommended by management, the meeting also reduced from four to three the number of directors required to constitute a quorum. It also reelected all present directors, as fol-

(*Continued on page 6*)

Arthur Ungar, 65, Succumbs on Coast

HOLLYWOOD, July 25.—Arthur Ungar, editor of *Daily Variety* and one of the best known figures in motion picture trade journalism, died unexpectedly Monday evening in an ambulance en route to Scripps Hospital at La Jolla from the Del Mar home of Harold Hopper where he had been

(*Continued on page 2*)

C. J. Scollard Is Leaving Paramount

C. J. Scollard, who for the past 12 years has been a member of the Paramount home office staff in New York, resigned yesterday, effective at the end of this week.

Scollard, who has long been associated with the industry, has been active in labor relations, non-theatrical sales and general administrative matters for Paramount.

Mono. Releases 4 for August

Four Monogram pictures have been set for national release in August, it was revealed here by Morey Goldstein, company's general sales manager.

Heading the release slate will be "County Fair," Cinecolor special starring Rory Calhoun, Jane Nigh and Florence Bates, which goes out on the 1st. "Massacre Valley," Johnny Mack Brown starrer, will be released on the 6th, followed by "Triple Trouble," latest in the Bowery Boys series, starring Leo Gorcey with Huntz Hall, on the 13th. "Silver Raiders," starring Whip Wilson with Andy Clyde, winds up the month's releases, going out on the 20th.

Level of Production Unmoved on Coast

HOLLYWOOD, July 25.—The production tally shows only a slight improvement over that of last week—for a total of 32 features in work. Only five new pictures started, with four finished:

Started were: "Texans Never Cry" and "The Tougher They Come," Columbia; "At War with the Army," York Productions (MPC); "Story of Belle Le Grand" and "Fighting with Kit Carson," Republic. Completed were: "Mrs. O'Malley and Mr. Malone" and "It's a Big Country," Metro; "Trail of Robin Hood," Republic; "Halls of Montezuma," Twentieth Century-Fox.

FBI Recovers 19 'Hot' 16mm. Films

An FBI investigation of the sale of "hot" 16mm. prints, based on evidence secured by Sargoy and Stein, special counsel for major distributors in copyright matters, has resulted in the recovery of 15 prints of features and four short subjects in the Brooklyn, N. Y., area. Recovered films were:

"Of Human Bondage," "Two Guys from Milwaukee," "Animal Kingdom," "Danger Signal," "Deception," "Her Kind of Man," "Stolen Life," "My Reputation," "The Lion Hunter," "Dixieland Jamboree," "Night in Casablanca," "Getting Gertie's Garter," "In the Wilds," and "Bombing of Ploesti."

'Our Very Own' to Open Here Tonight

Tonight "Times Square becomes Goldwyn Square," the occasion being the world premiere of "Our Very Own," new Samuel Goldwyn production, at the Victoria Theatre, first of two benefit openings of Goldwyn pictures for the New York Foundling Hospital. "Edge of Doom" will have a similar opening one week from tonight at the adjoining Astor Theatre.

'Redbook' Picks Two

Paramount's "Sunset Boulevard" and M-G-M's "The Next Voice You Hear . . . " have been named by *Redbook* magazine as "Pictures of the Month" for August.

Personal Mention

JOHN J. O'CONNOR, Universal vice-president, is due to return here tomorrow from Cape Cod.

•

MONROE GREENTHAL, head of Monroe Greenthal advertising agency, and MRS. GREENTHAL are the parents of a second son, WILLIAM DAVEY, born Monday at Madison Avenue Hospital here.

•

SONNY SHEPHERD, with Wometco at Atlanta, plans a vacation at Key West, Fla.

•

BASIL HOLDEN of M-G-M's British studio, arrived on the Coast yesterday from London.

ABRAM F. MYERS, Allied States counsel, is in Chicago from Washington.

•

WALTER LOWENDAHL, head of Lowendahl Productions, and MILTON PERLMAN, associate producer, left here yesterday by plane for Rome.

•

GLORIA SWANSON is the subject of a two-part article starting in the current issue of the *Saturday Evening Post*.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, has returned to his desk here from a two-week vacation in Minnesota.

Arthur Ungar Dies

(*Continued from page* 1)

a guest. He would have been 65 on Aug. 27.

Following what appeared to be a minor knee injury met while swimming in the surf, Ungar fell into a coma an hour after the accident and succumbed to a cerebral hemorrhage. Although he had been in poor health for some time, he had been actively conducting *Daily Variety*'s affairs for the last few months. His widow, the former Ella Mae Bequette, was by his side when he died. In addition, he is survived by three sisters: Jessie Wadsworth, Mrs. Edna Newman of New Hyde Park, N. Y., and Mrs. Molly Puester of St. Louis.

Services Tomorrow

Funeral services will be held Thursday at the Beth Olam Chapel with Rabbi Aaron Wise officiating. Cremation will follow.

Arthur Unger devoted most of his life to show business, functioning variously as theatre manager, exhibitor, producer and trade paper editor. In 1914 he joined weekly *Variety*, parent publication of *Daily Variety*, which was organized in 1933. For more than 35 years he wrote about the entertainment field, its people and its problems.

Born in Chicago, Ungar moved to New York as a boy and was educated in New York public schools and at the law school of New York University. He practiced law briefly and then abandoned it for newspaper work and the show business. Ungar served hitches on newspapers in Buffalo, Chicago, Cleveland and Pittsburgh and made his first contact with the amusement field 40 years ago. He managed burlesque shows and theatres, finally becoming secretary and general manager of the old Ridgewood Opera House at Ridgewood, N. J.

Once Imported Films

There he became directly acquainted with motion pictures, which were exhibited between stage attractions. Subsequently, he became interested in foreign films and for several years imported foreign-made features for American distribution. He also produced several stage plays, including "Girl with the Carmine Lips" and "Sweet Petunia."

Ungar joined *Variety* 36 years ago when he first covered legitimate and vaudeville theatres, circuses, carnivals, burlesque, night clubs and pictures. When Sime Silverman, founder of *Variety*, acquired *The Clipper*, he transferred Ungar to the staff of that publication where he remained until it was merged with *Variety*.

Wounded in World War I

He served as a commissioned officer in the infantry during World War I and was wounded in combat. He was discharged with the rank of captain, but it was his wartime illness which was to leave its mark in later life, resulting in a coronary condition.

In 1925, Ungar was transferred to Los Angeles as head of the news bureau there and after five years left to take a job as a producer on the Universal lot. When Silverman founded *Daily Variety*, he named Ungar as its first editor—a post he filled continuously until his death on Monday.

His outstanding journalistic achievement was his campaign against Willie Bioff and George Brown, labor leaders.

Services Today for F. C. Hensler, 54

Funeral services will be held this afternoon for Frank Charles Hensler, 54, M-G-M field sales executive who died of a heart attack in a Kansas City hospital Monday following his return from Salt Lake City. He is survived by the widow, Leona; a daughter, Mrs. Gerald Lively; three brothers and two grandchildren.

Hensler was an exhibitor in Milwaukee managing the Climax, Owl, Butterfly and Jackson theatres before entering distribution with Kleine and General Films in Chicago. He joined the M-G-M sales department in Chicago in 1923 and in 1926 became branch manager at Omaha and four years later was transferred to Kansas City in a similar capacity.

In 1946 he was promoted to district manager for Detroit, Indianapolis and St. Louis, and in 1947 was named assistant sales manager for the Central division. In March, 1950, he became Inter-Mountain division sales manager with headquarters in Kansas City.

Newsreel Parade

FIGHTING in Korea and the death of Mackenzie King are current newsreel highlights. Among other items are people in the news and various sporting events. Complete contents follow:

MOVIETONE NEWS, No. 60—Situation in Korea. King Leopold returns. Memorial at Bastogne. Victor Mature in Louisville for "Stella" opening. AAU swim meet. Water skiing. Minneapo[illegible]uatennial.

NEWS OF THE DAY, . 294—Landing in Korea. King Leopold back from exile. Mackenzie King dies. News from the sport world; World swimming meet. Daffy divers. Wonder horse.

PARAMOUNT NEWS, No. 97—The Korea story. "Furies" premiere at Tucson. Mackenzie King dies. King Leopold returns. Sports: Gold Cup regatta. Swimming meet. Minneapolis aquatennial.

TELENEWS DIGEST, No. 30-A—UN flag arrives in Korea; President Rhee expresses thanks. Korean fighting. Formosa ready. U. S. sailors in Israel. Italian town goes "Bavarian." Horse racing.

UNIVERSAL NEWS, No. 372—Crisis in Korea. King Leopold returns. Sports events: water skiing. National AAU swim meet. Minneapolis aquatennial.

WARNER PATHE NEWS, No. 99—Crisis in Korea. Mackenzie King dies. Bastogne memorial. Sports events: swimming meet; regatta. Burt Lancaster makes a personal appearance.

Daniel W. Roche, 80, Veteran Publicist

CHICAGO, July 25.—Daniel W. Roche, former newspaperman and theatrical publicist, died here yesterday in his home at the age of 80. At various times he had been Midwest representative for Paramount, Cecil B. DeMille and Pathe.

He is survived by the widow, three daughters, Mrs. David Cox, Mrs. Lucius Smith and Mrs. John J. Delaney; two sons, Daniel, Jr., and John J. Roche, and a brother, George Roche.

Several Changes on Indianapolis Row

INDIANAPOLIS, July 25.—Guy Craig, veteran Columbia branch manager, here, will retire, effective Aug. 1. His successor will be Abe Gleman, member of the sales staff. Harry Zeitel will join the sales organization to fill the vacancy.

Oscar Kuschner anounced his resignation as buyer and booker for the Cantor Circuit and Keith Southard quit as assistant manager of Loew's in other Film Row changes this week. Neither revealed future plans.

To Air 'Louisa Day'

"Louisa Day" festivities, staged tomorrow at Coney Island by the resort's Chamber of Commerce in honor of Universal-International's comedy of the same name, will be taped by Johnny Olsen for re-broadcast on his "Luncheon Hour" program on Friday over the ABC network. Charles Coburn, star of the film, will make a personal appearance.

2 New Odeon Directors

OTTAWA, July 25.—Senator G. Peter Campbell and J. S. D. Tory, both of Toronto, have been named directors of Odeon Theatres of Canada, Ltd. and Odeon Ltd.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications; Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

M-G-M makes the Musicals!

It's good sense to hold extra time when you book M-G-M's happy Technicolor musicals!

"ANNIE GET YOUR GUN"

(Technicolor)

America's sweetheart continues to delight the nation. Sets new records as critics and fans cheer. Word-of-mouth insures fine hold-over biz.

★

M-G-M presents "ANNIE GET YOUR GUN" starring BETTY HUTTON • HOWARD KEEL • With Louis Calhern • J. Carrol Naish • Edward Arnold • Keenan Wynn • Color by TECHNICOLOR Screen Play by Sidney Sheldon • Based on a Musical Play with Music and Lyrics by Irving Berlin and Book by Herbert Fields and Dorothy Fields • Musical Numbers Staged by Robert Alton. Directed by GEORGE SIDNEY • Produced by ARTHUR FREED

"DUCHESS OF IDAHO"

(Technicolor)

Shapes up sensationally. Tops "Annie" in 3 out of 4 latest openings. The perfect summer show. Just what the folks are looking for.

★

M-G-M presents "DUCHESS OF IDAHO" starring ESTHER WILLIAMS • VAN JOHNSON • JOHN LUND • With Paula Raymond • Connie Haines • Clinton Sundberg • And Guest Stars: Lena Horne, Eleanor Powell • A ROBERT Z. LEONARD Production • Color by TECHNICOLOR • Written by Dorothy Cooper and Jerry Davis • Directed by ROBERT Z. LEONARD Produced by JOE PASTERNAK

"SUMMER STOCK"

(Technicolor)

They're waiting for Judy. Every preview gets an ovation! You've got a gold-mine of star-powered musical joy to give the eager fans!

★

M-G-M presents JUDY GARLAND • GENE KELLY in "SUMMER STOCK" co-starring EDDIE BRACKEN • GLORIA DE HAVEN • MARJORIE MAIN • PHIL SILVERS • With Ray Collins Color by TECHNICOLOR • Screen Play by George Wells and Sy Gomberg • Story by Sy Gomberg • Music by Harry Warren Lyrics by Mack Gordon • Directed by CHARLES WALTERS Produced by JOE PASTERNAK

"THREE LITTLE WORDS"

(Technicolor)

The best yet. Tops a summer of big M-G-Musical hits! Winchell says: "The coasters report it's a 'Don't Miss It.'"

★

M-G-M presents FRED ASTAIRE • RED SKELTON VERA-ELLEN • ARLENE DAHL in "THREE LITTLE WORDS" Keenan Wynn • Gale Robbins • Gloria De Haven • Color by TECHNICOLOR • Based on the Lives and Music of Bert Kalmar and Harry Ruby • Screen Play by George Wells • Directed by RICHARD THORPE • Produced by JACK CUMMINGS

TIMES S

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OF

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OPENING ASTOR THEATRE AUGUST 3

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OPENING VICTORIA THEATRE JULY 27

D Pictures, Inc.

Hollywood Films in Spain Lose Ground To Britain, France

WASHINGTON, July 25.—U. S. films accounted for only 63.7 per cent of the gross receipts in first-run theatres in Madrid during the first 22 weeks of this year, compared with 73.6 per cent during the comparable 1949 period, the U. S. Commerce Department reported today.

British film companies were the big gainers, jumping their share of the market from 1.5 per cent to 17.8 per cent. French films also took more of the market, while Spanish, Argentine and Italian films slumped.

In another report on the foreign situation, the Department reported that the Indian Motion Picture Producers Association has requested the government to increase the import quota for motion picture equipment and rawstock.

Allied of Kans. - Mo. Sets May 15-17 Meet

KANSAS CITY, July 25.—Allied of Kansas-Missouri will have a three-day spring convention next year, dates having been set for May 15-17.

Both the general meetings and a trade show will be held in the Municipal Auditorium here.

...a claim against your estate

Today's handling of your properties will save or cost you many dollars when your estate is finally settled. For taxes—both federal and state—have become a major factor in the distribution of your holdings.

To keep you abreast of important tax legislation, Bank of America's Trust Department has prepared a booklet, "Taxes . . . A Claim Against Your Estate." We'd like you to have a copy, without cost or obligation, of course. Just stop in at any Bank of America branch; or write the Trust Department, 660 South Spring Street, Los Angeles. Do it today...while you're thinking about it.

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Review

"Convicted"

(Columbia)

A PRISON melodrama has been infused with some explosive moments in Columbia's "Convicted." Presented in a standard story framework, the picture has a cast headed by Academy Award winner Broderick Crawford, Glenn Ford and Dorothy Malone.

Three major threads run through the theme. The first deals with the plight of Ford who accidentally kills a man in a nightclub brawl and is sent to prison. The second concerns the career of Crawford, a district attorney who sends Ford to jail, and who subsequently becomes warden of the prison. The third thread revolves around Millard Mitchell, hardened prisoner who is out for revenge against a severe guard, Carl Benton Reid. As the story develops the three threads naturally interweave. A slight romantic angle has been provided in the interest between Ford and Miss Malone, who portrays the daughter of Crawford.

When Ford's parole is about up he happens to be a witness to the murder of a stoolpigeon. Thus for a while it looks as though the prison walls would be permanently closed behind him. As expected however, things work out right. Jerry Bresler produced and Henry Levin directed, from a screenplay by Williams Bowers, Fred Niblo, Jr., and Seton I. Miller.

Running time, 91 minutes. General audience classification. For August release.

MANDEL HERBSTMAN

M-G-M to Film 33

(*Continued from page* 1)

completed or in work, will be scheduled from April to Sept., 1951, to round out the 1950-51 program, Schary indicated.

The six scheduled for the cameras in the next month are: "Mr. Imperium," starring Lana Turner and Ezio Pinza, produced by Edwin H. Knopf, directed by Don Hartman; "Across the Wide Missouri," starring Clark Gable, produced by Robert Sisk, directed by William A. Wellman; "The Great Caruso," starring Mario Lanza, co-produced by Joe Pasternak and Jesse L. Lasky, directed by Richard Thorpe; "Three Guys Named Mike," starring Jane Wyman and Van Johnson, produced by Armand Deutsch, directed by Charles Walters; "An American in Paris," starring Gene Kelly, produced by Arthur Freed, directed by Vincente Minnelli; "The Red Badge of Courage," produced by Gottfried Reinhardt, directed by John Huston.

'Showboat' Slated

The 27 slated to get under way beginning September are: "Showboat," starring Kathryn Grayson and Howard Keel, produced by Freed, directed by George Sidney; "Go for Broke," produced by Schary, directed by Robert Pirosh; "Calling Bulldog Drummond," to be filmed in England, starring Walter Pidgeon, produced by Hayes Goetz, directed by Victor Saville; "Excuse My Dust," starring Red Skelton, produced by Jack Cummings; "The People Against O'Hara," starring Spencer Tracy; "Father's Little Dividend," starring Tracy, produced by Pandro S. Berman; "Constable Pedley," produced by Stephen Ames.

Also, "Strictly Dishonorable," starring Pinza, produced and directed by Norman Panama and Melvin Frank; an untitled film starring Vic Damone and Jane Powell, produced by Pasternak; "Belle of New York," starring Fred Astaire, produced by Freed; "Inside Straight," produced by Richard Goldstone; an untitled film starring Mickey Rooney and Jimmy Durante, produced by Pasternak.

Also, "Lovely to Look At," starring Marjorie and Gower Champion, produced by Cummings; "When in Rome," produced and directed by Clarence Brown; "Too Young to Kiss," starring June Allyson, produced by Sam Zimbalist; "Crown of Thorns," produced by Berman, directed by Richard Brooks; "Man With a Cloak," produced by Ames; "This Is News," produced by Nicholas Nayfaek; "Banner Line," produced by Berman; "Ivanhoe," starring Stewart Granger, produced by Berman.

Also, "Carnival Story," starring Esther Williams, produced by Cummings; "Julius Caesar," produced by Schary; "Huekleberry Finn," starring Gene Kelly, produced by Freed; "Singin' in the Rain," produced by Freed; "Soldiers Three," produced by Berman; "Scaramouche," starring Granger, produced by Carey Wilson, and "The Plymouth Adventure," starring Spencer Tracy, Deborah Kerr and Van Johnson, produced by Schary, directed by Wellman.

Republic Meet Ends

(*Continued from page* 1)

Jack Dowd, Indianapolis; Jack G. Frackman, Milwaukee; J. E. Loeffler, Minneapolis; R. F. Withers, Kansas City; Harry Lefholtz, Omaha; Paul Webster, Des Moines; Nat E. Steinberg, St. Louis; E. H. Brauer, Atlanta; J. H. Dillon, Charlotte; L. V. Seicshnaydre, New Orleans; Harold Laird, Tampa; Nat Hays, Memphis; John J. Houlihan, Dallas; and David Hunt, Oklahoma City.

Final Meeting Here

The third and final meeting will be held in New York on Monday and Tuesday, Aug. 14-15, at the home office, with Yates again addressing the meeting and Grainger presiding. Walter Titus, New England division manager John P. Curtin, Richard Yates, and other sales and executive personnel will be present, as will the following branch managers: William Murphy, New York; Norman Silverman, Philadelphia; Jake Flax, Washington; Arthur Newman, Albany; Leon A. Horman, Buffalo; Frank Dervin, Boston; Jerome Lewis, New Haven; I. T. Sweeney, Pittsburgh; I. H. Pollard, Cleveland; and Sam Seplowin, Detroit.

a most unusual picture

A HOLLYWOOD STORY!

20th Business

(*Continued from page* 1)

week records with 420 bookings in top cities. The managers also reported above-average advance bookings for Betty Grable's "My Blue Heaven," for September, and said that in some instances repeat engagements on "Cheaper by the Dozen" showed much higher receipts than on original bookings.

Drive-in sales, the managers reported, were far ahead of last year with a 520 per cent national increase in feature sales.

Today's reports were made by Ray Moon, Central division manager, who presided at the sessions; Herman Wobber, Western sales manager, and his assistant, Bryan D. Stoner, San Francisco; Harry Ballance, Southern sales manager, and his assistant, Paul S. Wilson, Atlanta; Martin Moskowitz, Empire State sales manager, New York; Edwin W. Aaron, Midwest sales manager, Kansas City; Edward X. Callahan, New England sales manager, Boston, and Arthur Silverstone, Canadian sales manager, Toronto.

Smith Presides Today

Tomorrow morning's sessions will include a report from Smith on feature product for next year; a discussion by Lichtman on company matters; speeches by vice-president Charles Einfeld and William C. Gehring, assistant general sales manager, and an announcement by Peter Levathes, short subject sales manager, on shorts and other product. Smith will preside over the meetings, with Einfeld presiding at Thursday's sessions, which will be devoted entirely to advertising, publicity and exploitation plans.

The home office contingent in Chicago also includes Lem Jones, assistant to Smith; Rodney Bush, exploitation manager, and Roger Ferri.

20th-Fox to Produce Film in Australia

HOLLYWOOD, July 25.—Funds frozen in Australia will be used by 20th Century-Fox to produce "Kangaroo," a film about that country at the turn of the century. Lewis Milestone has been named to direct and will leave here for Australia on Aug. 15.

Robert Bassler will produce the picture, based on a story by Martin Berkeley. The rest of the company will leave here late in September.

RKO Divorcement

(*Continued from page* 1)

lows: Maurice H. Bent, Ned E. Depinet, Noah Dietrich, Howard R. Hughes, Francis J. O'Hara, Jr., A. Dee Simpson and J. Miller Walker.

FOR A BETTER VACATION!
It's the CAMPUS, of course.
NEW DELUXE CABINS and COTTAGES . . . FINE FOOD . . . A SNACK OR A MEAL . . . GOLF . . . TENNIS . . . SWIMMING . . . RIDING . . . TROUT FISHING . . . GAMES . . . MOVIES . . . CONCERTS . . . AND OUR NEW CAMPUS PLAYHOUSE.
— *Rates* —
$9.00 Daily or $58.50 per Week
SPECIAL 10% DISCOUNT TO FILM INDUSTRY MEMBERS WHO SEND IN OR PRESENT THIS AD!
Write, Phone or Wire for Reservations
THE CAMPUS, Bushkill, Pa.
IN THE POCONOS
Phone: Bushkill 51

Theatre Admissions Down

(Continued from page 1)

ll-time high in 1949, going from 10,040,000,000 in 1948 to $10,184,-00,000. Money paid for admissions f various types dropped slightly, from 1,820,000,000 in 1948 to $1,802,000,000 n 1949. Yet motion picture theatre dmissions dropped even more, from $1,364,00,000 in 1948 to $1,342,000,000 n 1949. The 1949 figure was the owest since [illegible]. The total has been dropping steadily since the 1946 high of $1,512,000,000.

One of the chief items on which more recreation money was spent in 1949 was "radios, phonographs and records"—that includes television. This went from $1,760,000,000 in 1948 to a record $1,989,000,000 last year. College football admissions were also up considerably.

Corporate Income Up

Corporate income after Federal and state income and excess profits taxes went from $63,000,000 in 1948 to $73,000,000 in 1949. But from 1943 through 1947, the figure was over $100,000,000, hitting a peak of $187,-000,000 in 1946. Corporate income before taxes was up from $119,000,000 in 1948 to $124,00,000 in 1949, but in 1946 the total was $322,000,000.

The industry's corporations paid $51,000,000 in taxes, compared to $56,-000,000 in the previous year. This was the industry's smallest tax bill since 1941, when it paid only $26,000,000. In 1943 and 1944 it paid $156,000,000 annually.

Corporate dividends were down to $44,000,000 in 1949, compared with $61,000,000 per year in 1947 and 1948 and a $64,000,000 high in 1946. The 1949 figure was the lowest since 1945.

Unincorporated enterprises in the film industry had an income of only $57,000,000 last year, the lowest since 1942. In 1946 they had a record $89,000,000 and in 1949 they had $64,000,000.

There were 226,000 full-time equivalent employes in the industry in 1949, compared with 225,000 in the previous year and a high of 229,000 in 1947. Altogether, there were 250,000 full-time and part-time employes, compared with 249,000 in 1948 and 253,000 in 1946 and 1947.

Of the industry's workers last year, about 238,000 were in production, compared with 237,-000 the year before and 241,000 in 1947.

Average annual earnings per full time employe were $2,916 last year, compared with $2,911 the year before and a $3,031 high in 1947.

Corporate sales were down to $1,-819,000,000 in 1949, from the 1947 peak of $1,942,000,000 and the 1948 figure of $1,864,000,000. It was the lowest total since 1945.

One bright note in the report was that the amount of money retained by industry corporations for working needs was up sharply, to $29,000,000 from $2,000,000 in 1948. The $29,000,-000 figure, however, was still far below anything from 1942 through 1947.

Retain More Capital

The industry accounted for $871,000,000 of the national income of $216,000,000,000. This compares with $867,000,000 in 1948 and a high of $1,116,000,000 in 1946.

About $659,000,000 was paid out in wages and salaries last year by industry firms, compared with $655,000,000 in the previous year and a 1947 high of $694,000,000.

The industry paid out about $5,000,-000 in the year before. In 1942, the figure was $8,000,000.

Opposes Tax Cut

(Continued from page 1)

cises may be reduced when the tax-boosting bill finally clears Congress. Sen. Taft, a member of the Senate Finance Committee, is on record for a cut in the admission tax "war or no war," and Sen. George said he still felt some of the "more severe inequities in the excise structure" should be eased in the general tax bill.

The President also urged Congress to leave in the tax bill the House-approved provisions to plug so-called tax loopholes, including that outlawing collapsible corporations.

In another emergency phase of interest to the industry, Administration officials continued their efforts to get Congressional approval of allocation and other economic controls. Commerce Secretary Sawyer, citing steel as one of the items likely to be allocated first, said he would attempt to work out a voluntary allocation system before ordering mandatory allocation.

Mobile TV for Canada

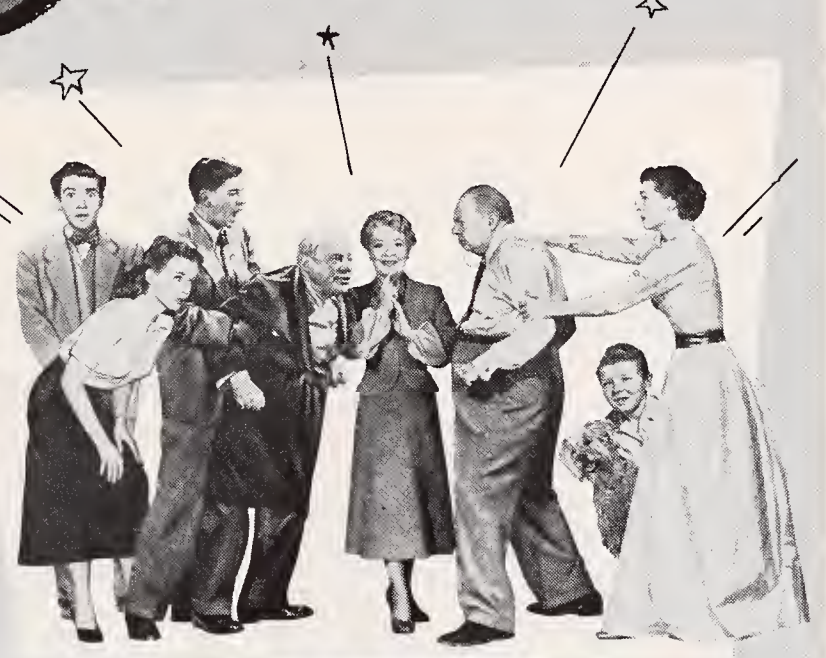
OTTAWA, July 25.—Two mobile units for use by the Canadian Broadcasting television stations in Toronto and Montreal have been ordered in Britain at a cost of $190,000 and delivery is expected early next year. Total investment here in television equipment by CBC now is $875,000, with previous orders including two transmitters to be built in Canada.

a most unusual picture

A HOLLYWOOD STORY!

The FUNNIEST thing that ever happened to a family...

Louisa



...will be one of the Greatest things that ever happened to a Theatre!

(It's from U-I)

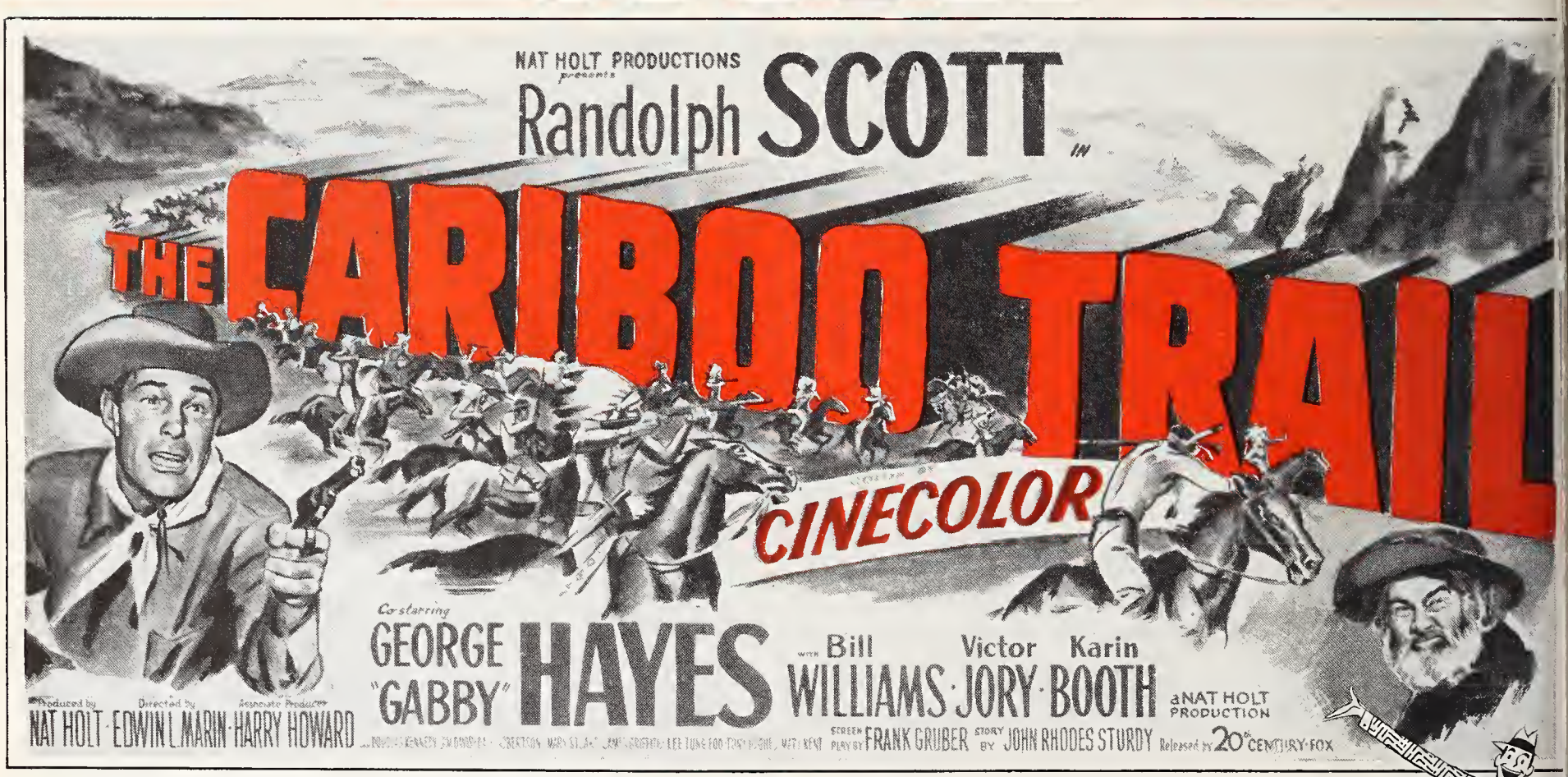
"Louisa is first rate entertainment all the way. Suited for every segment of the audience."

FILM DAILY

WORLD PREMIERE, CHICAGO THEATRE, CHICAGO, AUGUST 11th

BOSTON
SEATTLE
SAN FRANCISCO
PHILADELPHIA
WELLINGTON
SPOKANE
CINCINNATI

HIT WITH



IT'S PAVED WITH GOLD FOR SHOWMEN
EVERYWHERE — North, South, East and West!

There's No Business Like 20th CENTURY-FOX *Business!*

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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 6[illegible] NO. [illegible]18 NEW YORK, U. S. A., THURSDAY, JULY 27, 1950 TEN CENTS

A Compromise Shapes Up in London Talks

War Crisis Spurs a Deal On Convertibility Issue

By PETER BURNUP

LONDON, July 26.—In view of the increasing seriousness of the Korean situation, together with the likelihood of higher taxation here, both sides in the re-negotiation of the Anglo-American film agreement have tacitly accepted the inevitability of a compromise between Motion Picture Association of America president Eric A. Johnston and British Board of Trade president Harold Wilson.

Wilson maintains that the imperativeness of American aid to declining British production must be the keystone of a new

(*Continued on page 6*)

MPEA Pacts in 7 European States Will Be Renewed

Motion Picture Export Association's contracts in Austria, Bulgaria, Hungary, Poland, Romania, Russia and Yugoslavia are slated for renewal, it was indicated here yesterday. The present pacts covering those countries expire on Aug. 31.

The MPEA board has all but given its final approval to their renewal and this will be forthcoming, it is understood, following a report next week by Herbert J. Erlanger, MPEA assistant secretary-treasurer. He is sched-

(*Continued on page 6*)

Two Foreign Heads At U. A. Leaving

Harry W. Schroeder, foreign sales manager for United Artists since 1943, and Thomas P. Mulrooney, assistant foreign sales manager, will leave the company shortly as a result of the control shift to the Paul V. McNutt-Frank L. McNamee group and the subsequent personnel overhauling now underway.

Schroeder and Mulrooney both worked under Arthur W. Kelly, former UA executive vice-president in charge of the foreign department. Al Lowe has replaced Kelly, as previously disclosed.

'Full Dress' US-UK Meet Due Next Week

London, July 26.—A "full dress" and definitive meeting between Eric Johnston, Ellis Arnall and Harold Wilson in the current re-negotiation of the Anglo-American film agreement is expected to take place next week.

Johnston flew to Paris tonight presumably on impending re-negotiation of the Franco-American film agreement. He is due back here on Sunday to resume discussions with Wilson who postponed his vacation which was scheduled to begin Friday.

ELC Will Meet to Aid Box-Office

Eagle Lion Classics will sponsor a series of meetings between executives of the company, producers and their representatives and managers of circuit theatres on future ELC product to discuss overall publicity and promotion plans and the best possible methods of getting the "lost public" back to the theatre.

"First concerted attack on this common industry problem came yesterday," said the company, with a meeting conducted by William J. Heineman, ELC's sales vice-president, on "Guilty of Treason," which has been booked into the Skouras, Century,

(*Continued on page 2*)

Mono., Lippert Talk a Deal

HOLLYWOOD, July 26.—Steve Broidy, Monogram president, reported today that he and Robert L. Lippert, president of Lippert Productions, have discussed a possible arrangement under which physical handling of Monogram and Lippert product would be placed with the same exchanges.

Emphasizing that the arrangement would in no sense be a merger of the two companies, Broidy indicated that so far the talks between the two have been exploratory. The Lippert franchise holders' meeting in New York is discussing the proposal.

Allied Caravan Meet Underway in Chicago

CHICAGO, July 26.—A meeting of local divisional representatives of Allied States Association's Caravan group got underway today in the first of a two-day session at the Congress Hotel. The organization is discussing unification methods and practices of handling Caravan, which makes market reports on films.

Col. H. A. Cole, chairman of the Caravan committee and board member of Allied, presided. Also attending were Trueman T. Rembusch, national Allied president, Abram F. Myers, general counsel and other Allied leaders from throughout the country.

20th Goes to 3 "Specials" Every Month

Launching Plans Skouras Conceived a Year Ago

CHICAGO, July 26.—Implementing plans set in motion one year ago, 20th Century-Fox will step up its schedule to three 'A' features per month starting next month. A. W. Smith, Jr., vice-president in charge of distribution, announced this today at the company's national sales convention at the Drake Hotel here.

Looking ahead to the increased production and releasing schedule, production chief Darryl F. Zanuck "took a full year to virtually re-tool, increasing his staff of producers and augmenting his roster of stars, directors and writers," Smith said.

Al Lichtman, vice-president, report-

(*Continued on page 6*)

20th 'Showmanship Packages' Added Fillip to Program

CHICAGO, July 26.—Twentieth Century-Fox will supplement its regular product schedule with a program of "Showmanship Packages" in a "determined effort to provide exhibitors with ways and means of reaching and satisfying a much wider audience," A. W. Smith, vice-president in charge of distribution, reported today at the company's national sales meeting at the Drake Hotel here.

Among the films placed in this category are "Holy Year, 1950," running

(*Continued on page 6*)

FCC Gives 'Green Light' To Phonevision Test Run

WASHINGTON, July 26.—The Federal Communications Commission today finally gave Zenith Radio Corp. permission to test its Phonevision system in the Chicago area during the 90-day period starting Oct. 1.

The FCC had originally granted Zenith permission to test the system in some 300 Chicago homes during the 90 days starting Feb. 8. Zenith was not ready at that time, and asked that it be given a delay until the fall.

Instead of granting the extension immediately, however, the Commission raised several questions as to whether Zenith's actions had been consistent with conditions laid down in the original test authorization or whether, in violation of those conditions, Zenith had misled the public into thinking Phonevision had been

(*Continued on page 2*)

MPAA Meets Today On TV Developments

Television committee of the Motion Picture Association of America will convene here today for further discussions of video developments, including theatre TV, the effects on theatre business and television's future as it is likely to be influenced by the international crisis and increased defense costs.

Edward Cheyfitz, member of the MPAA staff in Washington, arrived here yesterday for the session at which Theodore Black of Republic will preside.

Technicolor Net Is Down, to $989,766

Net consolidated profit, after taxes, of Technicolor, Inc., for the six months ended June 30, is estimated to be $989,766, equivalent to $1.07 per share, which compares with $1,147,720, equivalent to $1.25 a share for the corresponding six months of 1949, reports Dr. Herbert T. Kalmus, president and general manager.

The figures for the second quarter are diminished as compared with the first quarter or the corresponding quarter of last year for three reasons: First: Because of the interference

(*Continued on page 2*)

Jackson Park Acts To Rescind Stock Transfer to U. A.

CHICAGO, July 26.—Jackson Park attorney Thomas McConnell today filed an answer and cross-claim in Federal District Court here before Judge William Campbell seeking to rescind the 200 shares of stock of the Towne Theatre, Milwaukee, that United Artists had received as a condition for the plaintiff's obtaining its product in the early days of operation of the house (1946-49).

The action arose from an interpleader suit filed by Lazarus Krinsley, who had held agreement in escrow and who now seeks to withdraw and throw it into court jurisdiction. McConnell also entered an injunction against UA to enjoin it from transferring the stock to any other source.

J. Fairbanks Sues Heidt Over Patent

LOS ANGELES, July 26.—Alleging infringements of patents, conspiracy and unfair trade practices, Jerry Fairbanks Productions has filed a Superior Court suit seeking $600,000 from Horace Heidt, Horace Heidt Productions and Glenn Miller, former Fairbanks production manager, who now heads the band leader's film unit.

An injunction against Heidt and Miller also is requested to prevent them from using the producer's patented Multicam filming technique. The complaint also asks for an injunction to prevent Heidt from showing a filmed program, which Fairbanks charges was photographed by a process copied from the Multicam System.

Gives "Green Light"

(*Continued from page* 1)

authorized on a permanent basis. The company and the Commission exchanged a series of letters, with the company attempting to assure the Commission that it had not violated the test authorization.

In granting the extension today, the Commission specifically stated that it was doing so only on the basis of the representations made by Zenith in two earlier letters to the Commission. Observers felt that the form in which the FCC finally authorized the fall Phonevision test tied Zenith down pretty tightly as to how it must act and talk in the future.

In one letter, written June 24, Zenith assured the FCC that it had not yet entered into any agreement with any other set manufacturer to install Phonevision decoder units in its sets, that it was withdrawing its contingent credit fee offer, and that it did not propose to continue to encourage other manufacturers to install Phonevision decoder outlets in their sets either by a contingent credit plan or any other means.

In the other letter, written June 2, Zenith said it had told its dealers that it would not pay any part of the cost of any misleading advertisements and that if the dealers continued running misleading ads, Zenith would cancel their franchises.

Personal Mention

HOWARD DIETZ, M-G-M advertising-publicity vice-president, will leave here Monday by plane for Coast. Later, he goes to Europe.

•

EDGAR VAN BLOHM, manager of the Paris Theatre here, appeared on TED STEEL'S television show on station WPIX and spoke of possible cooperation between the film and TV industries.

•

WILLIAM B. ZOELLNER, M-G-M reprints and short subject sales head, is in Milwaukee today from Des Moines and will return to New York at the weekend.

•

MITCHELL RAWSON of M-G-M's publicity staff here who recently suffered a broken leg, will leave St. Vincent's Hospital today and will be at his home for several days.

•

WILLIAM B. LEVY, Walt Disney Productions executive, left here yesterday on the *S. S. Ancon* for a four-week vacation at Panama.

•

CHARLES F. DEESEN, M-G-M home office sales assistant, left here yesterday by plane for Kansas City.

EARL J. HUDSON, president of United Detroit Theatres, is in New York.

•

JOSEPH B. CLEMENTS, manager of the Paramount at Buffalo, will leave there Monday for a Canadian motor tour. JAMES H. ESHELMAN, district manager, will return to Buffalo from a vacation in the Midwest on Monday.

•

GORDON GRIFFITH, aide to co-producers ALBERT LEWIN and JOSEPH KAUFMAN, has left here for the Coast following his return from Spain and England.

•

NORMAN L. CARTER, president of Paramount Gulf Theatres, and MRS. CARTER are en route by motor from New Orleans to Vancouver, B. C., for a vacation.

•

IRVING M. SOCHIN, Universal-International special films division head, was in Philadelphia and Atlantic City yesterday.

•

LOUIS LIFTON, Monogram advertising-publicity director, will leave Hollywood tomorrow by plane for New York.

Coney Island Turns Out for 'U's' 'Louisa'

Yesterday was "Louisa Day" at Coney Island, proclaimed by the Coney Island Chamber of Commerce for Universal-International's forthcoming "Louisa." Charles Coburn, co-star of the film, participated in a series of events, including a grandmother-granddaughter beauty contest, a pageant commemorating 50 years of beach fashions, and a network radio salute to "Louisa" by the Johnny Olsen-American Broadcasting "Luncheon Club" show.

'Teresa' Party Today

Completion of Loew's International "Teresa," filmed in New York, will be celebrated at a party for the press this afternoon on the set at 20th-Fox Movietone here. Hosts will be Fred Zinnemann, director, and Arthur Loew, producer. Also present will be the film's stars, Pier Angeli and John Ericson.

ELC to Meet

(*Continued from page* 1)

Randforce and Brandt theatres, subject for discussion. Particular attention was given to the immediate needs of neighborhood theatres, with local managers voicing their problems and how they might best be met. Additional "ammunition" to augment box-office results was supplied by ELC's general sales manager Bernard G. Kranze, Edward Golden, producer of "Guilty" ELC co-directors of advertising-publicity, Leon Brandt and Syd Gross, and exploitation director Lige Brien. Speaking for Skouras Theatres was Nick John Matsoukas, director of advertising-publicity, and Bob McGregor, division manager. Herbert Holliner, Charles Call and Richard Tretler spoke for Century Circuit.

Harmon Postpones Capital Liaison Talks

WASHINGTON, July 26.—Francis Harmon, Motion Picture Association of America vice-president, has postponed from today until later in the week or early next week a projected visit here to meet with Defense, State Department and National Security Resources Board officials.

At the same time it was learned that no date had been set yet for Assistant Secretary of State Barrett's meeting with Harmon and representatives from the Motion Picture Industry Council and the Society of Independent Motion Picture Producers on the subject of utilizing films in the Department's expanded information program.

Coast Meetings Held On Paramount Drive

Preliminary meetings for Paramount's "Golden Harvest of 1950" sales campaign were held in Denver and Salt Lake City this week, according to A. W. Schwalberg, president of Paramount Film Distributing Corp. George A. Smith, Western division sales manager, and A. R. Taylor, Los Angeles branch manager and divisional campaign captain, presided at both sessions.

The campaign starts Labor Day with release of "Fancy Pants."

Technicolor Net

(*Continued from page* 1)

with operations at the Hollywood plant due to conversion of that plant to safety acetate stock; second: to the speeding up of certain machinery which is expected to increase output in later months of this year, and third: because of a reduction in prices of one-half-cent a foot on certain prints.

Gasoline Rationing Would Hit Drive-ins

Boston, July 26.—Should ration ng of gasoline and curtailment of pleasure driving, as inst.tuted by the U. S. government during World War II, be imposed because of the Korean crisis closing of drive- ns would of necessity follow, in the opinion of outdoor theatre [illegible]erators here. However [illegible]cial steps have been taken in Washington toward the resumption of such controls.

Lapidus Will Preside Today at WB Meet

Following a two-day regional meeting of his Central district in Pittsburgh, Jules Lapidus, Warner Brothers Eastern and Canadian division sales manager, will preside over a similar two-day meeting of the Eastern and Mid-Atlantic districts in Philadelphia, beginning today. Purpose of the meeting is to discuss details of the recent West Coast meeting of top Warner executives.

Also attending the latest conclave will be Robert Smeltzer, Mid-Atlantic district manager; and branch manager William G. Mansell, Philadelphia, and salesmen C. Beilan, B. Bache, D. Cooper, O. Guilfoil and T. Noble; branch manager Fred W. Beiersdorf, Washington, and salesmen J. Gavat, O. Kantor and C. Jarett; Norman J. Ayers, Eastern district manager; branch manager R. S. Smith, Albany, and salesmen H. Gaines and A. Halliday; branch manager George W. Horan, Boston, and salesmen J. McCarthy, W. Kremmell, W. Kummins and M. Daytz; branch manager Al Daytz, New Haven, and salesman J. Birnbaum; branch manager Ben Abner, New York, and salesmen L. Jacobi, I. Rothenberg, L. Mayer and G. Solomon.

Home office executives attending will include Norman H. Moray, short subjects sales manager, and I. F. Dolid.

Refuses Injunction Against Warner Bros.

CHICAGO, July 26.—The Harlem Avenue Outdoor, represented by Seymour Simon, was denied a temporary injunction by Master-in-Chancery Joseph Elward, when the plaintiff alleged that Warner violated a settlement of the recent anti-trust suit against the majors by refusing to license "Flame and the Arrow" to that house.

Simon had sought to stop the showing of the film to competitive outdoor houses North of Madison Street here.

Miss Jean B. Slade, 48

Funeral services were held here yesterday at the Park West Memorial Chapel for Jean B. Slade, 48, RKO Radio booker, who had been with the company for 30 years. Miss Slade died Tuesday night.

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WARNERS ARE HITTING THE HEADLINES WITH TODAY'S BIG BUSINESS NEWS!

BURT LANCASTER · VIRGINIA MAYO

THE FLAME AND THE ARROW

DIRECTED BY
JACQUES TOURNEUR

A NORMA F.R. Production

PRODUCED BY
HAROLD HECHT AND FRANK ROSS

Distributed by
WARNER BROS.

WRITTEN BY WALDO SALT MUSIC BY MAX STEINER

and

JAMES CAGNEY

KISS TOMORROW GOODBYE

ALSO STARRING
BARBARA PAYTON · HELENA CARTER
WARD BOND with LUTHER ADLER BARTON MACLANE

PRODUCED BY
WILLIAM CAGNEY · DIRECTED BY GORDON DOUGLAS

A CAGNEY Production Distributed by WARNER BROS.

Screen Play by Harry Brown From Horace McCoy's "Kiss Tomorrow Goodbye"

WARNERS HAVE THE BIG BUSINESS-GETTER TO FOLLOW IT!

Swashbuckling Romantic Adventure

...by the master of them all

REX BEACH'S

the Avengers

(FROM THE NOVEL "DON CARELESS")

starring

JOHN CARROLL · ADELE MARA with MONA M

introducing **FERNANDO LAMAS** · Screen Play by Lawrence Kimble and Aeneas MacKenzie
Based on Rex Beach's Novel "Don Careless"

A REPUBLIC PICT

S and ROBERTO AIRALDI · VIVIAN RAY

Associate Producer-Director JOHN H. AUER

RE Republic Pictures Corporation
Herbert J. Yates, President

"There's nothing wrong with this business that hard work and showmanship can't cure."

Herbert J. Yates

London Talks

(Continued from page 1)

film agreement. His proposal earlier was that the renegotiated agreement adhere to the present provision for $17,500,000 annual remittances to U. S. companies, plus what Americans have termed "compulsory" production of American films in England. Johnston countered with a demand for full convertibility under a new agreement.

Everything considered, therefore, indications now are that both sides are working towards an agreement under which convertibility will be increased proportionately to American screenings of British films.

It has been learned authoritatively that the British Treasury is disposed to agree on convertibility up to 50 per cent of the gross in America on British films.

The latest indication of the hopelessness that the U. K. government will agree to complete convertibility is seen in the announcement just made of reductions in the permitted dollar spending on tobacco.

Seven MPEA Pacts

(Continued from page 1)

uled to return here on Monday from Eastern Europe, where he has spent the past six weeks gathering statistics and examining legal angles relative to the MPEA contracts and activities.

The MPEA pact covering Japan, which also was to expire on Aug. 31, already has been renewed, as reported a few weeks ago. However, unlike the situation in Japan, where American distributors are permitted to function independently now despite the renewal of the MPEA Japanese contract, Eastern European activities by American companies are due to continue solely under MPEA aegis.

With the exception of Austria, the countries whose MPEA pacts are up for renewal are "Iron Curtain" countries. Their respective governments have given motion picture operations the stamp of monopoly. Therefore, the MPEA, operating under the Webb-Pomerene Act, which permits of unified U. S. company action to deal with foreign monopolies, is necessary to the industry's activities in Eastern Europe.

NT Meet On Again

Los Angeles, July 26.—A meeting of National Theatres division presidents, originally scheduled for July 19 and postponed due to the absence of Charles P. Skouras, NT president, will be held here on Aug. 2.

20th's 3 Monthly 'Specials'

(Continued from page 1)

ed that with the exception of "For Heaven's Sake" the studio has completed its 1950 schedule.

Lichtman pointed out also that the studio has completed filming on four of its first "A" films for 1951 release and has five others shooting. He added that by the end of October an additional 14 for next year will have been completed or be in the process of filming.

16 Through December

He announced the company would release at least 16 attractions through December including five in Technicolor and one in Cinecolor, as follows:

August: "Broken Arrow," Technicolor, James Stewart, Jeff Chandler and Debra Paget; "Stella," Ann Sheridan and Victor Mature, and "The Cariboo Trail," Cinecolor, Randolph Scott and Bill Williams.

September: "The Black Rose," Technicolor, Tyrone Power, Orson Welles and Cecile Aubry; "My Blue Heaven," Technicolor, Betty Grable and Dan Dailey, "Panic In The Streets," Richard Widmark, Paul Douglas and Barbara Bel Geddes.

October: "The Fireball," Mickey Rooney and Pat O'Brien; "Mister 880," Burt Lancaster, Dorothy McGuire and Edmund Gwenn, and Darryl Zanuck's own production of "No Way Out."

November: "I'll Get By," Technicolor, June Haver, William Lundigan, Harry James; "Two Flags West," Cornel Wilde, Joseph Cotten and Linda Darnell and "All About Eve," Bette Davis, Anne Baxter, George Sanders and Celeste Holm.

December: "American Guerrilla," Technicolor, Tyrone Power and Micheline Prelle; "For Heaven's Sake," Clifton Webb and Joan Bennett and another picture to be announced.

1951 Films Completed

The 1951 films on which production has been completed are:

"Fourteen Hours," Richard Basehart, Paul Douglas and Debra Paget; "The Halls of Montezuma," Technicolor, Richard Widmark and others; "I'd Climb The Highest Mountain," Technicolor, Susan Hayward and William Lundigan; and "Rawhide," Tyrone Power and Susan Hayward.

Smith reported that these 1951 releases are now shooting:

"The Mudlark," England, Irene Dunne and Alec Guinness; "The Jackpot," James Stewart and Barbara Hale; "Half Angel," Technicolor, Loretta Young and Joseph Cotten and "Call Me Mister," Technicolor, Betty Grable and Dan Dailey.

The following 1951 pictures are scheduled for completion or filming by the end of October:

"Follow The Sun," Glenn Ford and Anne Baxter; "No Highway," James Stewart and Marlene Dietrich; "Quiet Zone"; "Poison Penn," Joseph Cotten and Linda Darnell; "Cold Shoulder"; "Humpty Dumpty"; "House on Telegraph Hill," Valentina Cortesa and Victor Mature; "Bird Of Paradise," Technicolor, now shooting in Hawaii, with Louis Jourdan and Debra Paget; "Legion Of The Damned," which Anatol Litvak is now preparing in Germany; "Devil's Fire," Technicolor, Dana Andrews; "On The Riviera," Technicolor, Danny Kaye and Micheline Prelle; "Frog Men"; "Kangaroo," Technicolor, to be produced by Robert Bassler and directed by Lewis Milestone in Australia; "Zapata," to be directed by Elia Kazan in Mexico.

20th 'Packages'

(Continued from page 1)

42 minutes, and "Farewell to Yesteryear," 88 minutes, both of a documentary nature, and slated for early availability.

Also designed to "stimulate patronage and spur greater showmanship" is the series of "Concert Film Programs" starring concert and operatic artists. Al Lichtman, vice-president, told the meeting that the first concert package has already been tested in three Coast theatres with "wholly satisfactory results." This first concert package, which is slated for September release, includes 27 minutes of Artur Rubinstein, 27 minutes of Yascha Heifetz, 27 minutes of Jan Pearce and an 18-minute short featuring the New York Philharmonic in a presentation of excerpts of "Faust."

Additionally, 20th-Fox will release a series of two-to-four reelers presenting modern stories based on Biblical incidents.

Smith said that the supplementary program comes as a result of suggestions made by exhibitors at the company's showmanship meeting in Chicago last spring. He described it as a type of new product "wholly different from any offered the public by this industry in the past."

He said the program is "aimed not only to give satisfaction screen-wise and to develop favorable box-office results but to bring added prestige and importance to theatres presenting it in particular and to our industry in general."

Distribution policy on the supplementary product will be divulged later.

Senator Cites Slap At Films by 'Times' Reviewer Crowther

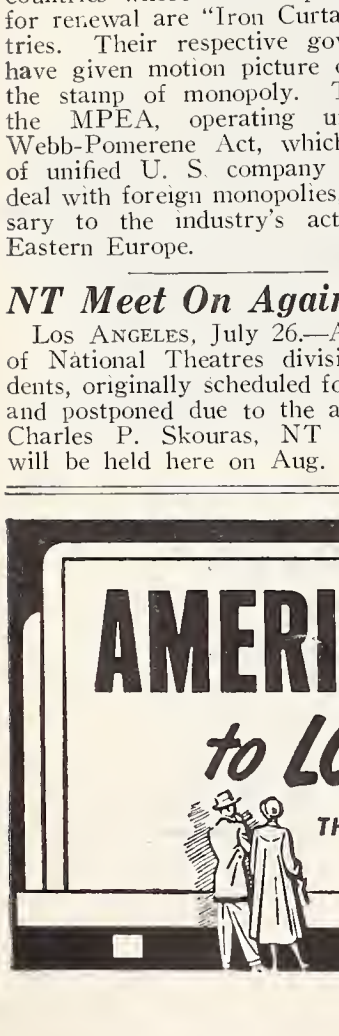
Washington, July 26.—Senator Edwin C. Johnson (D., Colo.) today put in the *Congressional Record* an article written by Bosley Crowther for last Sunday's *New York Times'* film section, attacking [illegible] waddle that does get to th[illegible] the guise of pictorial [illegible]n" and journalistic report." J[illegible]n noted that he had frequently criticized the industry "for the shortcomings to which Mr. Crowther refers."

Observers noted that the Crowther article specifically attacked Senator Wiley (R., Wisc.) for lending "the endorsement and prestige of his authority" to "711 Ocean Drive," and wondered whether there was any connection between Johnson's insertion in the *Record* and the fact that Wiley had led the attack on the Coloradan's film licensing proposal.

Put Time Lapse on Films for Video

Mexico City, July 26.—With the impending start of regular commercial television in Mexico, picture producers have taken what they call protective action. In their contracts with distributors they have inserted a clause which stipulates that a picture must not be exhibited on video during the five years following the making of the pact.

This action, producers explain, is intended to prevent unfair competition for theatres.



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FIRST NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 19 NEW YORK, U.S.A., FRIDAY, JULY 28, 1950 TEN CENTS

$2-Million Set For 20th-Fox Ads to Jan. 1

Budget Keyed to Win New Audience: Einfeld

CHICAGO, July 27.—Twentieth Century-Fox is getting solidly in back of its own product with more than $2,000,000 allocated for advertising in the period from the present to Jan. 1, Charles Einfeld, advertising-publicity vice-president, told the company's national sales convention at the Drake Hotel here today.

The big promotional push is part of 20th-Fox's full-scale campaign to change the theatre-going habits of the nation: to lure total box-office strangers, and step up the frequency of attendance by customers who don't partake of film entertainment often enough. Also part of the effort is the addition of non-conventionally themed films as a supplement

(*Continued on page 3*)

Ticket Tax Returns Off 3% for First Half of '50, Says US

WASHINGTON, July 27.—General admission tax collections in the first six months of 1950, reflecting box-office business from last December through May, totaled $168,492,704, compared to $174,597,820 during the first half of 1949. This was a drop of about three per cent, it is reported by the U. S. Bureau of Internal

(*Continued on page 3*)

Hollywood Talent Starts War Effort

Washington, July 27.—The first group of film and radio stars have come forward to help the President's Committee on Religion and Welfare in the Armed Forces awaken U. S. communities to the need of providing enlarged recreation facilities for the expanded Armed Forces. Included in the group are Jack Benny, Edgar Bergen, Joe E. Brown, Bing Crosby, Bob Hope, Frances Langford, and Dinah Shore.

Anglo-US Film Agreement May Be Signed on Monday

LONDON, July 27.—Latest word from the inner circle of the Anglo-American film pact re-negotiation is that there is a good chance that Eric Johnston, Ellis Arnall and Harold Wilson will sign a formal agreement on Monday.

The so-called technicians' committee of the American delegation, namely Joyce O'Hara and Fayette W. Allport of the Motion Picture Association of America, are scheduled to meet tomorrow with British government officials who are their counterparts in the re-negotiation process. It is understood that they will endeavor to draft the formal pact which the MPAA president, Society of Independent Motion Picture Producers chief, and British Board of Trade president would sign.

Johnston delayed his scheduled flight to Paris to attend today's Kinematograph Renters Society luncheon

(*Continued on page 3*)

All RKO Officers Reelected by Board

Noah Dietrich, chairman of the board; Ned E. Depinet, president, and all other officers of RKO were re-elected at an organization meeting of the board of directors here yesterday. The special stockholders' meeting in Dover last Tuesday formally elected the board.

Other officers, all reelected for one year, are: Gordon E. Youngman, vice-president; J. Miller Walker, vice-president and secretary; William H. Clark, treasurer; Garrett Van Wagner, comptroller; Joseph J. Laub and William F. Whitman, assistant secretaries, and O. R. McMahon, Harold E. Newcomb, Thomas F. O'Connor and A. E. Reoch, assistant treasurers.

UNION MASS MEETING AUGUST 17 TO DISCOURAGE LAYOFFS HERE

An all-industry union conference sponsored by the Screen Employes Guild will be held on Aug. 17 at the Malin Studios here.

Invitations will be sent to all unions in the industry in the East, including all IATSE locals. Disapproval of the conference has been expressed by IATSE's Local H-63. Invitations also will go to individuals in the industry who are not organized. Employes of all film companies will be represented at the conference, it is understood.

On the agenda is an appeal to the

(*Continued on page 3*)

House Unit Passes US Controls Bill

WASHINGTON, July 27.—The House Banking Committee today approved the Administration's bill to give the government power to allocate materials to defense production and to exercise other broad controls over the nation's economy.

This is the measure that might

(*Continued on page 3*)

Allied, Citing Declines, Bids Distributors Share Losses

CHICAGO, July 27.—A full-scale attack on current trade practices at the Allied States fall convention was foreseen today as Allied leaders from several territories, meeting here informally in connection with the Allied Caravan's two-day session, released a summary of alleged abuses in the industry.

These conclusions, as reported here, are:

(1) That the box-office receipts for the past three months range from 17½ to 35 per cent below the receipts for the corresponding months a year ago.

(2) That while the distributors have for many years forced themselves into an unwelcome partnership with the exhibitors in drawing off the profits of the theatres, they have not recognized the corresponding obligation to share the losses resulting from the decline in business.

(3) That on the contrary, reports from all territories indicate that the distributors are seeking to cushion themselves against the shocks of the current business decline by increasing domestic film rentals.

(4) That this is being accomplished by unsound allocations of pictures, by

(*Continued on page 3*)

Court Orders RKO, Reade Partner Split

RKO Wins Dissolution Bid; 15 Days for Deal

TRENTON, July 27.—RKO's court bid for dissolution of its partnership with Walter Reade in the operation of Trenton—New Brunswick Theatres will be granted unless the two parties reach "some harmonious solution" within 15 days, it was decided here by Judge Jayne in Superior Court of New Jersey, Chancery Division.

RKO owns 50 per cent of the 12-theatre circuit, with Reade controlling the remainder. Following decisions in the industry anti-trust suit which declared such joint ownerships by a major company illegal, RKO offered to buy out Reade or sell its interests to him at what RKO figured to be the market value of the stock.

Reade countered with an offer to buy out RKO's interests but at book value. RKO then filed suit here ask-

(*Continued on page 3*)

Senate Asked to Bar Films Made By Nazis, Fascists

WASHINGTON, July 27.—Senator Edwin Johnson (D., Colo.) today introduced in the Senate a resolution to declare that "it is the sense of the Senate" that films produced or directed by former Nazis or Fascists or collaborators not be transported in interstate commerce.

Johnson said his resolution would cover all persons who were members of the German Nazi or Italian fascist

(*Continued on page 3*)

Monogram, Lippert Exchange Deal Off

Hollywood, July 27.—Discussion of proposals for joint distribution of product by Monogram and Lippert has been discontinued, according to Steve Broidy, Monogram president, who yesterday reported that the two companies were discussing using the same exchanges.

Broidy said that the Lippert organization initiated the talks.

Personal Mention

SAMUEL GOLDWYN will serve as judge in a beauty-talent contest to be conducted Saturday by television station WPIX. Serving with him will be MIKE TODD, stage producer, and RUSSELL PATTERSON, illustrator.

•

RUSSELL ORDWAY, manager of the Plaza Theatre, Windsor, Conn., is engaged to DOROTHY TRUEWORTHY of West Hartford, Conn.

•

GEORGE HUDAK, house manager of E. M. Loew's Theatre, Hartford, has resumed his duties following recovery from virus pneumonia.

•

IDA GOTTLIEB, of the United Artists exchange staff at Detroit, is in University Hospital, Ann Arbor, Mich., recovering from an operation.

•

MAX JACOBS of Film Music, Inc., Cleveland, will arrive here today from that city.

•

RAY MILLAND, MRS. MILLAND and their two children will soon leave Hollywood for a fall stay in England.

White, Solomon and Cohen in New Posts

A farewell luncheon, which was attended by all members of the 20th Century-Fox home office publicity, advertising and exploitation staffs, was given to Len White yesterday, publicity department writer who was transferred from the home office to the Coast. White is assigned to the new 20th-Fox special services unit recently inaugurated at the studio.

The luncheon was held at the Warwick Hotel here. Heading the roster of colleagues who attended was Charles Einfeld, 20th-Fox advertising-publicity vice-president, who flew in from the company's sales meeting in Chicago.

Replacing White on the home office staff will be Charles Cohen, former staff writer for Metro-Goldwyn-Mayer and Universal-International.

Meanwhile, Eddie Solomon, Midwest exploitation manager for 20th in Chicago, has been promoted to the new special services unit at the studio under Harry Brand. He will report to his new post in about two weeks.

Women's Club Group Cites U-I's 'Louisa'

The New York City Federation of Women's Clubs, representing 287 organizations, will make a special plaque award to the industry and Universal-International in tribute to its forthcoming "Louisa" as the "outstanding" family comedy of the year."

Ceremonies will be held Wednesday at the "21 Club." Participating will be members of the Motion Picture Association of America, leading industry figures and the board of directors of the Federation.

Product Plentiful, 11 Companies Setting 148 Features for 5 Months

Eleven distributors have scheduled 148 pictures for release during the five-month period from Aug. 1 to Dec. 31, according to a *Motion Picture Herald* survey. Thirty-eight will be in color. The total may be boosted by 14 films which are tentatively set.

Eagle Lion Classics is in the lead with 21 pictures scheduled, four in color; Republic has 19 with four in color; M-G-M 16, six in color; RKO Radio 16, four in color; 20th Century-Fox 14, seven in color; Columbia 14, one in color; United Artists 12; Warner Brothers 10, two in color; Universal-International 10, five in color; Paramount nine, four in color; Monogram seven, one in color.

The product shows no particular trends or cycles the survey revealed. All types are represented with equal emphasis, from the gay, colorful musical to the action-filled Western, the tense drama and comedies.

Ray Hanners, Coast Newsman, Killed

HOLLYWOOD, July 27.—Funeral services will be held Saturday afternoon at Pierce Brothers Chapel here for Ray L. Hanners, 57, widely known West Coast journalist who covered Los Angeles Federal Court activities for MOTION PICTURE DAILY for the past 17 years. Hanners was struck and killed by an automobile while crossing the street in front of his home last evening.

Having entered newspaper work in 1915, Hanners covered the Pershing military junket into Mexico for the Associated Press and subsequently headed the AP bureau in Arizona and later in Los Angeles. An expert on legal matters, he had been with the Los Angeles *Daily News* since 1943, covering the Federal "beat." The widow and a brother survive.

A. E. Lathrop, 84, Killed in Alaska

SEATTLE, July 27.—Austin Eugene Lathrop, 84, Alaska's wealthiest resident and owner of five theatres, was killed yesterday at Suntrana, Alaska, when he was crushed beneath the wheels of a coal car. Lathrop owned two theatres in Anchorage, two in Fairbanks and one in Cordova. He also owned radio stations in Anchorage and in Fairbanks and published the Fairbanks *News-Miner*.

'Teresa' Studio Party

New York had a studio production-completion party yesterday following the final shooting of "Teresa" here. Pier Angeli and John Ericson, in addition to other cast members, joined producer Arthur Loew and director Fred Zinnemann in the celebration at 20th-Fox Movietone Studio with guests including editors and reporters from the Metropolitan and trade press.

Arnold Promoting Bonds

BOSTON, July 27.—Edward Arnold spoke today to 850 employes of the Masachusetts Bonding and Insurance Co. in behalf of U. S. Treasury Savings Bonds. He urged them to join the payroll savings plan of the company. He stated that the time is now, the need being urgent because of the present crisis.

MGM Executives At Final Hensler Rites

KANSAS CITY, July 27.—The funeral here this morning of M-G-M field sales executive Frank C. Hensler had a large attendance, among those present being Charles F. Dessen, home office assistant, from New York, and Burtus Bishop, Jr., Midwest sales manager, from Chicago. Metro branch managers Henry Friedel, Denver; Carl P. Netley, Salt Lake City; and Herbert Benning, St. Louis. Also, from Denver, Harris Goldberg, circuit operator. Burial was in Mt. Moriah Masonic Cemetery.

Services Tonight for Lawson Williams, 54

Funeral services will be held at St. Augustine's Church in the Bronx this evening for Lawson Williams, 54, of Universal's home office print and shipping department, who died Tuesday after a long illness. Williams was one of the company's oldest employes in length of service, having started with the old Universal in 1918. Burial will be from Alleyne's Funeral Parlor in the Bronx. The widow, a daughter and a son survive.

82 Theatres Will 'Sneak' 'The Voice'

Two more Loew houses have been added to the "sneak" preview theatre list making a total of 62 special trade showings for "The Next Voice You Hear. . . ." The two additions are Shea's Buffalo, Buffalo, and Loew's Vendome at Nashville. Both will show the picture on Aug. 14. Eight other Loew theatres, meanwhile, have changed their preview dates. Five have switched to Aug. 9, namely, Indianapolis, New Orleans, Norfolk, Pittsburgh and Richmond; Loew's Warfield in San Francisco has postponed the sneak to Aug. 10, and Loew's State, Louisville, and Aldine, Wilmington, have switched to Aug. 11.

Award to Schary Film

HOLLYWOOD, July 27.—Metro-Goldwyn-Mayer's "The Next Voice You Hear . . ." has been voted the picture of the month by the Hollywood Foreign Correspondents Association. Dore Schary, the producer, accepted the award at a luncheon here today.

NEWS in Brief . . .

JOSEPH L. MANKIEWICZ, director of Darryl F. Zanuck's production, "No Way Out," will cut short a European vacation in order to be in New York for the world premiere of the 20th Century-Fox film at the Rivoli on Aug. 16.

•

Los Angeles, July 27.—Security First National Bank has filed suit seeking foreclosure of a chattel mortgage on "Montana Mike," formerly titled "Heaven Only Knows", produced by Seymour Nebenzal's Nero Films in 1947. The bank alleged that $300,297 is due and unpaid under terms by which it financed the production.

•

BUFFALO, July 27.—Election of directors of the Motion Picture Theatre Owners of Western New York will be held here on Monday.

•

Washington, July 27.—General Electric today informed the Federal Communication Commission that the company is working on a new system of colored television which it calls a frequency interlace system. It may be ready for demonstration in from 90 to 120 days, General Electric said.

•

BOSTON, July 27.—Variety Club of New England will hold its annual golf tournament at the Pine Brook Valley Country Club, Weston, Mass., on Aug. 10, with persons outside the industry also invited to attend. Committee on arrangements includes Robert Sternberg, Nate Levin, Jack Brown and Arnold Van Leer.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Marlon Brando - Teresa Wright
in STANLEY KRAMER'S
"THE MEN"
Released thru United Artists
SPECTACULAR STAGE PRESENTATION

711 OCEAN DRIVE
starring EDMOND O'BRIEN, JOANNE DRU, with OTTO KRUGER
Released by Columbia Pictures
in Person LOUIS JORDAN and His Tympany Five, The FONTANE SISTERS, BOBBY VAN, RUDY CARDENAS, BOB CHESTER and His Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

JAMES STEWART in "Broken Arrow"
TECHNICOLOR
— *In Person* —
The Andrews Sisters
Laverne-Patty-Maxene
Carol Lynne
Roxy 7th Ave. & 50th St.
20 CENTURY-FOX
MOVIES ARE BETTER THAN EVER

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications; Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Blumberg Report on UK Activity Pends

Nate J. Blumberg, Universal president, who has been in England looking over J. Arthur Rank's latest film output and conferring with British industry leaders, arrived in New York yesterday aboard the S. S. Queen Mary.

Declining to reveal upon his arrival any deals he may have closed, Blumberg indicated that he would make an announcement of the results of his trip at a press conference here next week.

War Warning: 'Buy Equipment Now'

PHILADELPHIA, July 27.—Exhibitors were urged to take care of all their theatre needs immediately by Sidney E. Samuelson, general manager of Eastern Pennsylvania Allied, because of the Korean situation and "general world conditions."

In a bulletin to members, Samuelson noted: "Check every item of your theatre, equipment, supplies and replacements now. If repairs are required, do it now. Do not over-buy and create a shortage which will result in increased prices. But protect yourself with adequate supplies of necessary operating material."

RKO, Reade

(*Continued from page* 1)

ing that the circuit corporation be dissolved.

Commenting on the offer and counter offer, Judge Jayne said: "There was a period during which the plaintiff offered to sell its stock for $1,500,000 or buy the Reade holdings for that figure. It proved to be a pathological belief in the occurrence of the impossible."

Judge Jayne's observation apparently was prompted by the record of a long and sometimes bitter feud between RKO and Reade in the divided ownership which resulted in numerous legal contests in the past.

Unless Reade decides to appeal the decision here and in the event there is no settlement within the 15-day period, Judge Jayne probably will appoint a trustee to dissolve the circuit with the assets divided on the basis of share ownership.

Asked to Bar Films

(*Continued from page* 1)

parties or collaborators during the period in which the U. S. was at war with the two countries.

"The producers of films have an unusual opportunity to spread propaganga and doctrines inimical to democratic government," Johnson declared. "Such reprehensible characters should not be producing films for the American people."

Johnson said he did not have any plans for immediate hearings on his resolution. He said it had nothing to do with the exploitation and other matters about which he had been attacking Hollywood, and that he was still hopeful that those matters had been taken care of by the recent change in the Motion Picture Association of America Advertising Code.

20th Budget

(*Continued from page* 1)

to the company's regular production program, as reported yesterday.

All types of national media will be utilized in the campaign, Einfeld said, with the indication that it will be up to the exhibitor to add the local touch to complete the pre-selling job.

Designed to keep theatremen constantly advised on the flow of product and the pre-selling effort behind it, 20th-Fox also claims the largest budget in the industry for trade press advertising.

Special campaigns have been mapped for several of the company's productions, including "No Way Out" and "All About Eve," both of which are Darryl F. Zanuck's own. More than $400,000 has been set to push "No Way Out" in national magazine, radio and regional newspaper campaigns, Einfeld reported. The mass media will include *Life*, *Look*, *Red Book*, *Collier's*, *Seventeen* and *This Week*, with the list also including *Saturday Review of Literature*, *The New Yorker* and various Negro periodicals.

Various others are getting extensive advertising treatment, including "Broken Arrow," "Black Rose," "Panic in the Streets," "The Gunfighters," "Where the Sidewalk Ends" and "Stella."

To Use Literary Journals

In the case of "Panic," the aim is to reach infrequent theatre-goers with specially designed ads based upon Elia Kazan's direction slated for such publications as *Atlantic Monthly*, *Harper's* and the *Saturday Review*, in addition to the mass media. The national build-up for "Panic" is slated at an approximate cost of $350,000, it was claimed.

Einfeld said this same approach is being followed in the "Arrow" campaign on which "some $400,000 will be spent." In addition to the major-circulation publications, leading Negro periodicals will be used.

The $500,000 "Black Rose" campaign, according to Einfeld, "is an outstanding example of an integrated national advertising, exploitation and publicity build-up behind a quality motion picture."

An integral part of the over-all production plan is the recently-announced Special Services Unit at the 20th-Fox studio which will function publicity-wise from the date a property is purchased.

Ticket Tax Off

(*Continued from page* 1)

Revenue. June figures, reflecting May business, shows the general admission collection total was $28,619,454, compared to $30,459,373 in June, 1949. In four of the first six months, 1950 collections were behind 1949; they were ahead only in January and April.

Although the tax figures show a drop of three per cent in the first half for all general admission events, it was probably considerably greater for motion picture theatres. Exhibitor groups argue that since the general collection figures include sports events and other general admission entertainments as well as motion pictures, it is possible and even probable that gains in these other events offset an even greater decline in film admissions.

McDonald Readies Phonevision for 90-day Test Run

CHICAGO, July 27.—The 90-day limited commercial test of Phonevision, starting Oct. 1, will be limited to 300 Chicago families, and will be conducted in cooperation with the Illinois Bell Telephone Co. through Zenith's experimental television station, KS2XBS, it was said here today by E. F. McDonald, Jr., Zenith Radio president.

The 300 test families were chosen by the National Opinion Research Center of the University of Chicago from approximately 51,000 families who applied. During the test it is planned to broadcast a different feature each night for 90 days.

McDonald pointed out that the original Federal Communications Commission authorization of the test, and this extension in time to Oct. 1, are not to be construed as indicating that the Commission has or will approve Phonevision as a permanent public commercial service.

Allied Demands

(*Continued from page* 1)

increased demands for percentage playing and for higher flat rentals.

(5) As a matter of simple justice and fair dealing the distributors must accept their fair share of the loss and immediately reduce film rentals proportionate to the decline in the box-office.

(6) That exhibitors in justice to themselves and in order to perpetuate themselves in business, each acting for himself, should forthwith determine to reduce his film costs in accordance with this recommendation.

(7) That in the struggle to protect themselves during the present emergency, exhibitors should bear in mind that while "must" percentage pictures are intolerable, it is equally dangerous for any exhibitor in times like this to think that he "must" have any particular picture, regardless of the terms demanded.

(8) That for the information of its exhibitors competent organization reviewers will assign to each picture that is trade-shown a recommended allocation which exhibitors can use in place of the one-sided company allocations.

(9) That exhibitors should be reminded that under the decision of the U. S. Supreme Court they are entitled to buy their pictures selectively and no film company can lawfully retaliate against an exhibitor who exercises his right to pass a picture for which exorbitant terms are demanded, or to reject other pictures of questionable box-office value.

(10) All exhibitors should make a careful analysis of their film buying to determine an accurate profit and loss statement for each individual company.

Full consideration will be given this problem at the national Allied convention to be held at the William Penn Hotel, Pittsburgh, Oct. 24, it was said.

Union Mass Meeting

(*Continued from page* 1)

public and to the companies to stop mass layoffs. Jack Ryan, SEG business director, pointed out yesterday that layoffs in all companies but one have been continuing since February.

MPAA Video Group Discusses War, Color

Possible impact of the Korean war on the growth of television and new developments in color for theatre TV, particularly Paramount's innovations, were the chief subjects discussed at yesterday's meeting here of the television committee of the Motion Picture Association of America.

Theodore Black, chairman of the committee, presided at the session. Also attending were Edward Cheyfitz, Ralph Cohn, Paul Raibourn, Sol Schwartz, Earl Sponable, Frank Cahill and Terry O'Neill.

Kirby to Preside At Warner Meeting

John F. Kirby, Warner Brothers Southern division sales manager, will preside over a two-day regional sales meeting of the company's Southeastern and Southwestern districts on Monday and Tuesday in New Orleans, to discuss details of the recent sales meeting of Warner executives in Los Angeles.

Also attending in New Orleans will be: Southeastern district manager W. O. Williamson, Jr., Atlanta, and branch managers Ralph Iannuzzi, Atlanta; G. Livingston, Charlotte; R. H. Dunbar, Jacksonville, and Luke Conner, New Orleans; Southwestern district manager Doak Roberts, Dallas; and branch managers Vernon Adams, Dallas; Ed Williamson, Memphis, and Don Tullius, Oklahoma City.

Anglo-US Talks

(*Continued from page* 1)

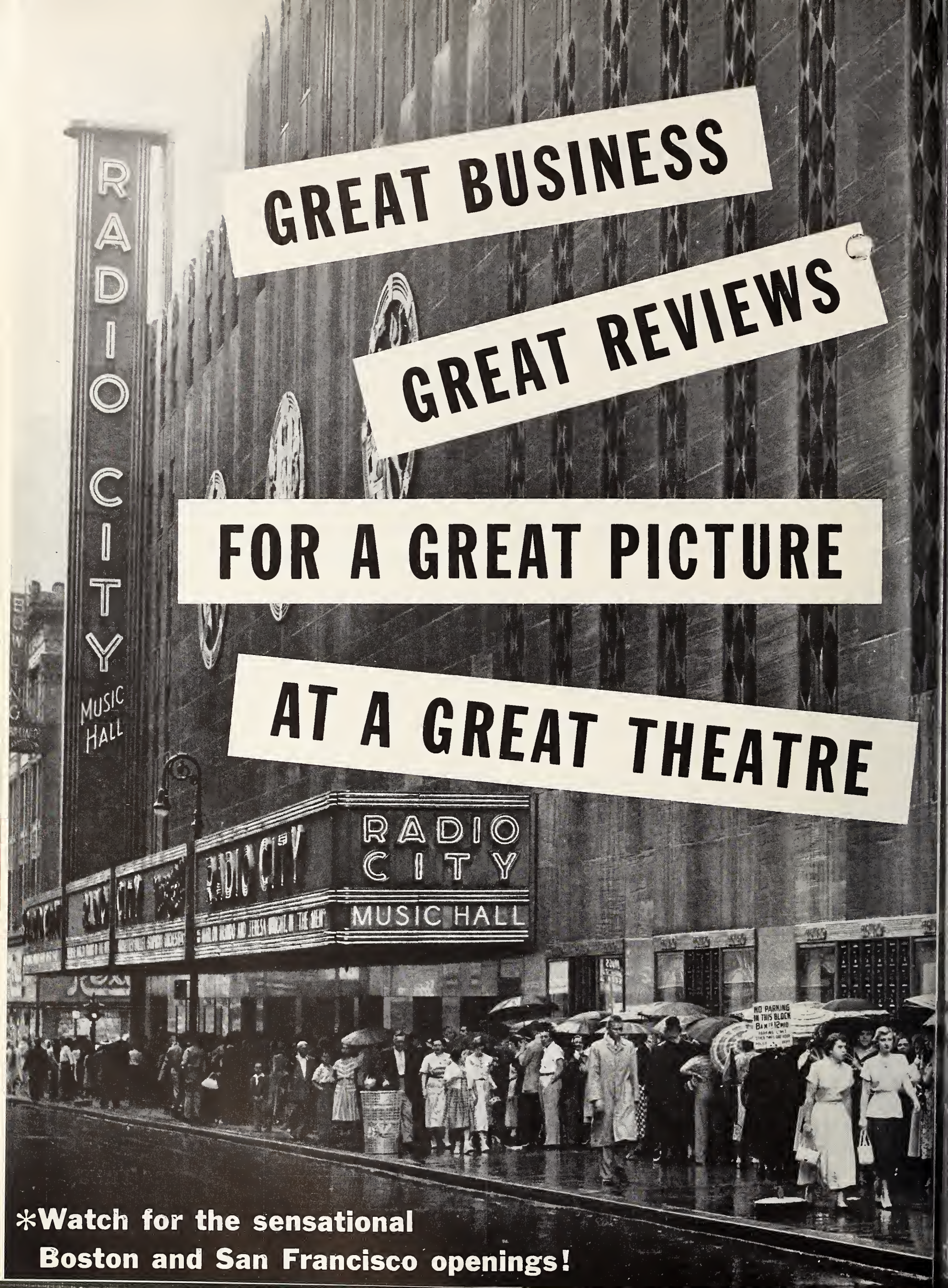
to the Royal Naval Film Corp., at which the Earl of Mountbatten and Johnston spoke in the presence of the Dutchess of Kent, both emphasizing that Anglo-American cooperation is more important than ever in these dangerous days.

Johnston afterwards went to the House of Commons to listen to a Winston Churchill speech. He will fly to Paris this evening.

US Controls Bill

(*Continued from page* 1)

mean a setback or complete halt for theatre building. It also authorizes consumer credit controls on appliances such as television sets.



*Watch for the sensational
Boston and San Francisco openings!

"Superb entertainment. Among the year's best pictures!"
—POST

"Well worth making...well worth seeing!"
—HERALD TRIBUNE

"Fine and arresting. Striking, affecting, rewarding!"
—TIMES

"Ranks with the handful of extraordinary films that do credit to Hollywood!" —TIME

"A movie to see!"
—SEVENTEEN

"A fine film!"
—LIFE

"Wonderful !"
—LOOK

"The Men"

STANLEY KRAMER'S

MARLON BRANDO • TERESA WRIGHT in "The Men" with Everett Sloane • Jack Webb • Richard Erdman • Virginia Farmer • Dorothy Tree • Howard St. John

Produced by STANLEY KRAMER • Directed by FRED ZINNEMANN • Story and Screenplay by CARL FOREMAN • Associate Producer GEORGE GLASS • Music Composed and Directed by DIMITRI TIOMKIN

thru UA

711 OCEAN DRIVE

An exciting circumstance has bobbed up within the last few days. A picture opened up and did more business than theatres where it played have been doing during the last several months.

We can't lay claim to busting records of all-time highs.

You wouldn't believe us if we did.

BUT WE DO CLAIM, WITHOUT EQUIVOCATION, THIS IS 1950 TOP, TOP BUSINESS.

Check with the Paramount Theatre in New York.

Check with the Pantages and Hillstreet Theatres and throughout the Los Angeles territory where the picture opened day and date.

Check with the Allen Theatre in Cleveland.

Check with the J. P. Harris Theatre in Pittsburgh.

Check with the Brandeis Theatre in Omaha.

Here is a motion picture story that is part of today's headlines.

Here is an advertising campaign with sound merchandising.

That's the opening story in the distribution of 711 OCEAN DRIVE.

Let's all get back to show business where we belong.

Released by COLUMBIA PICTURES CORPORATION

FILE COPY
DO NOT REMOVE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68 NO. [illegible] NEW YORK, U.S.A., MONDAY, JULY 31, 1950 TEN CENTS

Circuits, '306' Agree on Plan For Pensions

National Pattern Seen by Walsh in Joint Program

Agreement on a draft of a union-management-sponsored pension program for projectionists, which includes retirement, health, sickness and death benefits, has been reached between New York's IATSE Local No. 306 and Loew's, RKO, Warner, Paramount, Fabian and other circuits here.

"IA" international president Richard F. Walsh, who "went to bat" for "306" more than once during the recent negotiations for the program, has maintained that the New York local's gains in this respect are likely to be followed by similar achievements by other projectionists' locals until virtually

(Continued on page 5)

Kelly May Return To UA for Chaplin

Personnel developments at United Artists took an unusual twist at the weekend with the report that Arthur W. Kelly, who has just vacated the post of executive vice-president in charge of the foreign department, has been invited back to UA, this time as sales representative for former co-owner Charles Chaplin, now a minority share holder.

Kelly would be empowered to approve all contracts for Chaplin films being released by UA, including "City Lights" and other re-issues slated for handling at a later date.

Kelly was not in his office at the weekend and could not be reached for comment.

Acts in Children's Film Crisis in UK

LONDON, July 30.—Following upon J. Arthur Rank's recent abandonment of his production of children's films on economy grounds, Frank Hoare, chairman of the Association of Specialized Film Producers, has launched a campaign for a plan which would compensate for the loss.

The Association, he announced, has been asked to take the lead in co-

(Continued on page 2)

Studio Labor Squabble Is Back in the Supreme Court

WASHINGTON, July 30.—The carpenters' fight against the IATSE and the Hollywood studios is back at the United States Supreme Court.

Local No. 946 of the AFL Carpenters Union and individual members took to the high court Friday three appeals from Ninth Circuit Court decision throwing out carpenter damage suits against the IATSE and the film producers. The high court will say whether it will hear the appeals when it returns from its summer recess in October.

In all three cases, the carpenters are seeking damages for alleged breach of contract by the studios and alleged conspiracies between the studios and the "IA." In addition to claims in earlier cases, the carpenters charge that the alleged conspiracy violates the Taft-Hartley law and that the large studios are forcing IATSE workers

(Continued on page 2)

MPAA 'War Talks' To Start Tomorrow

WASHINGTON, July 30.—Francis Harmon, Motion Picture Association of America vice-president, is expected here on Tuesday for conferences with officials of the State and Defense Departments and the National Security Resources Board, an MPAA spokesman discloses.

Harmon has an appointment with

(Continued on page 2)

Independents Told To Show Books to Eight Distributors

SPARTANBURG, S. C., July 30.—Motions for inspection made by eight distributors in pending percentage actions against eight independent theatres were granted by U. S. Judge Wyche of Federal Court here, who ordered that the records of the theatres be made available for a complete audit and inspection within two weeks. At the same time, he denied motions by the defendant-exhibitors for particulars.

The actions were filed by Universal, Paramount, United Artists, RKO Ra-

(Continued on page 5)

4 Distributors File Percentage Suits

HELENA, Mont., July 30.—RKO Radio, Warner, Loew's and 20th Century-Fox each have filed a separate percentage suit in U. S. District Court against Herbert M. Kluth, Helen A. Clavier and the Orpheum Theatre Co., a theatre-operating subsidiary, all named as defendants. Theatres involved in each suit are the Orpheum

(Continued on page 5)

'50 Years of Progress in Motion Picture Advertising'

An exhibit covering 50 years of motion picture advertising, said to be the first of its kind ever assembled, will be shown at the Associated American Artists Galleries, New York, from Aug. 11 to 18, it was announced at the weekend by Reeves Lewenthal, president of the Galleries.

The exhibit will be not only for the professional advertising man but also for the general public because of the nature of the subject matter, according to Lewenthal.

Lewenthal said there will be more than 100 samples in the exhibit highlighting the progress and development of motion picture advertising over the last 50 years. They will show a steady increase in the size of ads used which indicate how motion picture

(Continued on page 2)

Community Role Aids Box-Office: Rydge

The policy of theatre managers taking personal interest in community social activities and a lead in welfare and civic enterprises has met extensive success in houses of Greater Union Theatres of Australia, Norman B. Rydge, chairman of the board of GUT, stated at a luncheon given here on Friday in his honor by Nate J. Blumberg, president of Universal.

"The box-office returns under such a policy speak for themselves; they are getting better every day," Rydge said.

Attending the luncheon, among others, were Al Daff, William A. Scully, Leo Goldberg, Dave Lipton, Maurice Bergman and A. J. O'Keefe.

U. K. Subsidy Gets Another Million Pounds

Archibald Warns British Of Losing Production

LONDON, July 30.—The British government's Film Finance Corp. bill, increasing from 5,000,000 to 6,000,000 pounds the funds at the disposal of the corporation, has passed all stages in the House of Lords and will become law when it is accorded formal Royal assent, expected momentarily. (Translated into dollars the figures represent an increase from $14,000,000 to $16,800,000).

In the course of debate on the bill, Lord Archibald declared that, broadly speaking, the Finance Corp. was irrelevant to the main problem facing the British industry. He said that if the industry were to survive, it had to bridge the

(Continued on page 5)

Halpern in New Bid For Theatre Video

LOS ANGELES, July 30.—In leading up to an all-out recommendation for wide-scale adoption of theatre television, "with which some of the greatest chapters in motion picture history can be written," Nathan L. Halpern, theatre consultant to the Theatre Owners of America, stated here at the weekend that Phonevision has "a long way to go."

He told a weekend meeting of the Southern California Theatre Owners Association that with film producers and distributors, the telephone interests and telecasters sharing Phonevision revenue with Zenith, it is inconceivable that a producer could re-

(Continued on page 2)

'U' Starts 13-Week Scully Sales Drive

Following the concluson of its "Big Push Sales Drive," which ended on Saturday, Universal will immediately launch another 13-week campaign, to be known as the "Bill Scully Drive."

Starting today and ending Oct. 28, the Scully drive will be supported by special sales and promotional efforts with concentration given to intensive advertising and publicity campaigns

(Continued on page 2)

Personal Mention

DAVID LIPTON, Universal-International advertising-publicity director, left here at the weekend for the Coast.

•

HUGH OWEN, Paramount Eastern and Southern sales manager, and JOSEPH WALSH, branch operations manager, have returned to New York from a tour of St. Louis, Kansas City, Oklahoma City and Dallas.

•

JOSEPH H. SEIDELMAN, Universal foreign department adviser, has returned to his desk here from Miami Beach, Fla., after attending the funeral of his father.

•

HERBERT EDWARDS of the U. S. State Department's film section, was in New York at the weekend from Washington.

•

FREDERIC BAUER of *McCall's* magazine has returned here from a two-week vacation.

Studio Labor Row

(*Continued from page* 1)

on small studios to increase their production costs.

The Ninth Circuit Court threw out the cases on the ground that they were controlled by earlier decisions against the carpenters and that nothing in these three cases required a change in the earlier rulings.

In one case Oscar Schatte and a group of carpenters are suing the IATSE, its officials, Richard F. Walsh and Roy M. Brewer, the Association of Motion Picture Producers, Loew's, Paramount, Warner, Columbia, Goldwyn, Hal Roach, Republic, 20th-Fox, RKO Radio and Universal. In another case the local is suing the same defendants on behalf of all members of the locals. The third case is itself a consolidation of a group of cases in which one carpenter from each of eight studios is suing that studio for back wages and damages.

UK Children's Films

(*Continued from page* 1)

ordinating public opinion and devising a plan for submission to the appropriate authority at the right time. He has asked social, educational and welfare organizations to communicate with him, stating in what form they feel it possible to cooperate in the campaign that will be undertaken.

Hoare urged upon Harold Wilson, president of the British Board of Trade, that a production fund be formed out of the receipts from the entertainment tax at children's matinees so that financing of additional children's films can be effected. Wilson, however, turned the suggestion down flat.

Hoare and his Association now envisage a nationwide campaign culminating in a conference of all groups and organizations interested in continuing the flow of children's films from studios here.

NEWS in Brief . . .

THE French picture, "Barry," will be shown tomorrow under the auspices of the Motion Picture Association's foreign films advisory unit, to some 65 distributors of foreign films at RKO's preview room here. As in the case of the foreign films previously trade-shown under the advisory unit sponsorship, a representative of the producer will be present at the screening to negotiate for distribution rights in the American market.

•

Allen B. DuMont Laboratories, Inc., reported a net profit of $2,797,000 for the 24-week period ended June 18. This compares with $1,780,000 for a corresponding period in 1949. Earnings per common share were $1.16, compared with 83 cents for the previous year.

•

ALBANY, N. Y., July 30.—Douglas Lieschmann, for some years personnel director for the Schine circuit and more recently controller for Schine hotels, has resigned, it is reported.

'50 Years of Progress'

(*Continued from page* 1)

entertainment gained in importance over the years, he added.

The newspaper advertising section of the exhibit, it was explained, will show the development and progress of film advertising from the simple, directory type of ads such as used by the old Palace Theatre in New York in 1913, announcing "Edison Talking Moving Pictures" as a part of the theatre's "Supreme Vaudeville," to the present day use of illustration, design and hand-lettered typography.

In contrast to the elementary type advertisements which heralded such early day films as "Life's Shop Window" there will be displayed in the exhibit samples of the ultra modern style of advertising created by Paul Rand and Erik Nitsche for 20th Century-Fox's "No Way Out," which will have its premiere on Aug. 16 at the Rivoli Theatre here.

The announcement described advertising prepared for several 20th-Fox films. Among titles mentioned were "The Grapes of Wrath," "Wilson," "Gentleman's Agreement," "Snake Pit," "Pinky" and "No Way Out."

Scully Sales Drive

(*Continued from page* 1)

on all of the pictures which will be released in the period.

The campaign will get under way with special effort being given to "Louisa." Other pictures to be released during the period include "Abbott and Costello in the Foreign Legion," "Desert Hawk" (Technicolor), "Saddle Tramp" (Technicolor), "The Milkman," "Shakedown," "Wyoming Trail" (Technicolor), "The Sleeping City," "Woman on the Run" and "Deported." Among the J. Arthur Rank productions which will be included are: "Adam and Evalyn," "Rocking Horse Winner," "Morning Departure," "Madness of the Heart," "Madeleine" and "Prelude to Fame."

Screen Directors Win Pact With KTTV

Hollywood, July 30.—Screen Directors Guild and television station KTTV, operated by the Los Angeles *Times* and CBS, signed a basic television agreement on Friday. Dated back to the start of negotiations on May 11, the contract runs six months, guarantees a 100 per cent Guild shop and gives directors authority over live television shows roughly equal to that enjoyed in the motion picture field, but leaves current salaries in effect pending later negotiation.

Halpern in New Bid

(*Continued from page* 1)

coup more than a fraction of his production costs.

Television itself, however, is not without its uncertainties so far as the motion picture theatre is concerned, Halpern maintained, calling for technological developments "necessary to make possible new and exciting programs to attract the public."

The answer, he said, is theatre television to supplement quality motion pictures, which can have a sound, economic structure. "The sound economics will help stimulate the motion picture business and stabilize it with an extra margin of revenue for the future," Halpern said, adding:

Must 'Protect Future'

"For the motion picture industry, with a $2,700,000,000 investment in tangible property, the additional investment in theatre television is a must. Radio broadcasters, with a $150,000,000 investment in tangible property, are shouldering staggering television investment and losses in order to protect their futures."

Confident of its growth, Halpern said that "in the next several years, short of total war, theatre television will become a nationwide system in thousands of theatres across the country, serving the public with superior television entertainment and vital information."

At a press conference preceding Halpern's address the TOA consultant mentioned "South Pacific" as the type of show exhibitors could pipe into their theatres when theatre television becomes practicable. Asked how exhibitors pledged to observe the Production Code in their programming could reconcile exhibition of that or most other Broadway plays on their screens. Halpern said it is among many problems to which satisfactory answers have not yet been found.

MPAA 'War Talks'

(*Continued from page* 1)

Assistant Secretary of State Barrett and is expected to arrange meetings with representatives of other government departments.

Harmon will meet with Barrett in his capacity as MPAA liaison with the State Department, the official said.

Newsreel Parade

THE Korean front and Mackenzie King funeral services are current newsreel highlights. Other items include the fight against hoarding, sports and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 61—Americans mass strength for Korean war. Wounded arrive in U. S. Boys flock to volunteer. Canadian planes sent to Korea. Warn hoarders. Sports: Robi[illegible] vs. Fusari. Blind golfers.

NEWS OF THE DAY, No. 295—Help rushed to U. S. battle lines in Korea. Warning issued against hoarding. Surf board sailing. Robinson and Fusari prepare for bout. Blind golfers. Chariot race.

PARAMOUNT NEWS, No. 98—In the sports limelight: French cyclists, Swiss gymnastic team, Fusari and Robinson train. Last rites for Mackenzie King. America's hour of sacrifice.

TELENEWS DIGEST, No. 30-B—Korea: retreat from Taejon. Wounded "G.I.'s" come home. Gen. MacArthur report. Warn against hoarders. People in the news: Hirohito, Princess Irene, Ex-King Humberto, Princess Ali Khan, Emperor Haile Selassie, King Leopold.

UNIVERSAL NEWS, No. 373—Korea: nation tightens belt to back UN battle. "Louisa" welcomed at Coney Island. Mackenzie King funeral. Chariot race in Italy. Auto race in Spain. Summer skiing.

WARNER PATHE NEWS, No. 100—Korean battle front. President Truman signs Foreign Aid bill. San Francisco: Armed Forces in big join-up rally. Our first wounded return. Unite against hoarding. Mackenzie King funeral. Sports.

Haines to Preside At Chicago Meeting

Roy Haines, Warner's Western division sales manager, is presiding over a two-day regional sales meeting of the company's Midwest and Prairie districts today and tomorrow in Chicago. Purpose of the meeting is to discuss policy plans set at the present meeting of executives in Los Angeles.

Also present at today's meet will be Harry A. Seed, Midwest district manager, Chicago, and branch managers A. J. Shumow, Chicago; W. D. Woods, Detroit; Nat Marcus, Milwaukee; Art Anderson, Minneapolis; Hall Walsh, Prairie district manager, St. Louis and branch managers Leon Mendelson, Des Moines; R. C. Borg, Kansas City; F. J. Hannon, Omaha, and Lester Bona, St. Louis.

Moskowitz in Buffalo For 20th-Fox Meet

BUFFALO, July 30.—Martin Moskowitz, Empire State division sales manager for 20th Century-Fox, has arrived here to preside over upstate territorial meetings tomorrow which will bring together key personnel from the entire sales area. He was accompanied by Sam Diamond, New York branch manager, and Alex Answalder and Joe St. Clair of the New York office.

Services for D. Gillmore

Funeral services for Douglas Gillmore, 47, were held at the chapel at Woodlawn Cemetery here on Friday. A stage and screen actor, Gillmore was under contract to M-G-M. He is survived by his mother, Florence Gillmore, a sister, Priscilla, and a brother, John.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications; Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

NOW

As Always
You Can Depend

on

EASTMAN FILMS

and

BRULATOUR SERVICE

for your

PRODUCTION and DISTRIBUTION

FILM NEEDS

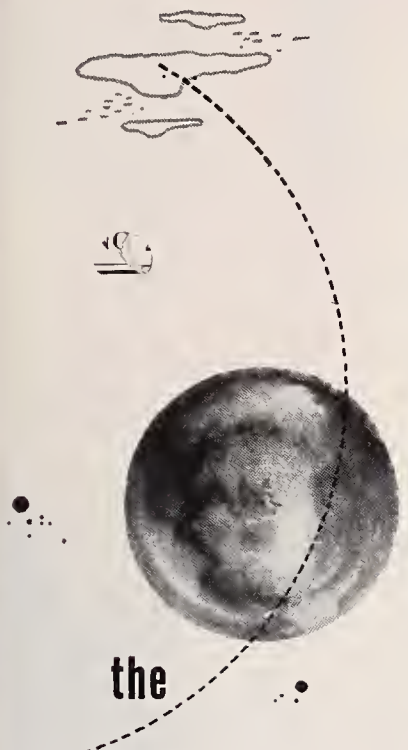
J. E. BRULATOUR, INC.

FORT LEE ✦ CHICAGO ✦ HOLLYWOOD

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO
June 18	(June Releases) GOOD HUMOR MAN Jack Carson C—82 min. (Rev. 5/29/50)	(June Releases) THE TORCH Paulette Goddard D—90 min. (Rev. 5/11/50)		SIDE SHOW Don McGuire Tracey Roberts D—67 min. (Rev. 6/13/50)	(June Release) EAGLE AND THE HAWK (Color) John Payne Rhonda Fleming D—104 min. (4916) (Rev. 2/3/50)	THE AVENGERS John Carroll Adele Mara D—90 min. (Rev. 6/13/50)	THE WHITE TOWER (Color) Glenn Ford Valli D—98 min. (Rev. 6/14/50)	(June Releases) NIGHT AND THE CITY Richard Widmark Gene Tierney D—95 min. (Rev. 5/23/50)	IROQUOIS TRAIL George Montgomery Brenda Marshall O—85 min. (Rev. 6/8/50)	(June Releases) CURTAIN CALL AT CACTUS CREEK (Color) Donald O'Connor Gale Storm C—86 min. (Rev. 5/24/50)	THIS SIDE OF THE LAW Kent Smith Viveca Lindfors D—74 min. (Rev. 5/31/50)	FALLEN IDOL Ralph Richardson D-94 min. (Rev. 10/4/49) (Release: June)
June 25	STATE PENITENTIARY Warner Baxter D—66 min. (Rev. 5/16/50)	TIMBER FURY David Bruce D—63 min.	THE SKIPPER SURPRISED HIS WIFE Robert Walker Joan Leslie C—85 min. (Rev. 5/11/50)	LOST VOLCANO Johnny Sheffield Donald Woods D—76 min. (Rev. 6/30/50)	(Reissue) SO PROUDLY WE HAIL Claudette Colbert Paulette Goddard D—126 min. (Rev. 6/22/43)	TRIGGER, JR. (Color) Roy Rogers Dale Evans O—68 min. (Rev. 7/3/50)				SIERRA (Color) Wanda Hendrix Audie Murphy O—83 min. (Rev. 4/26/50)	RETURN OF THE FRONTIERSMAN (Color) Gordon MacRae Julie London D—78 min. (Rev. 5/16/50)	THE THIRD MAN Joseph Cotten Veill Orson Welles D—104 min. (Rev. 1/81/50) (Release: June)
July 2	HOEDOWN Eddy Arnold O—64 min. (Rev. 6/26/50)	IT'S A SMALL WORLD Paul Dale Lorraine Miller D—74 Min. (Rev. 6/5/50)	CRISIS Cary Grant Jose Ferrer D—96 min. (Rev. 6/16/50)	(Stratford) FOR THEM THAT TRESPASS Richard Todd D—95 min. ARIZONA TERRITORY Whip Wilson O	(Reissue) WAKE ISLAND Brian Donlevy D—87 min. (Rev. 8/12/42)	COVERED WAGON RAID Alan Rocky Lane O—60 min. (Rev. 7/10/50)					BRIGHT LEAF Gary Cooper Patricia Neal Lauren Bacall D—110 min. (Rev. 5/24/50)	LIPPERT
July 9	TEXAS DYNAMO Charles Starrett O—54 min. (Rev. 6/8/50)		DUCHESS OF IDAHO (Color) Esther Williams Van Johnson M-C—98 min. (Rev. 6/14/50)	SILK NOOSE Carole Landis Joseph Calleia D—76 min.		TRIAL WITHOUT JURY Robt. Rockwell D—60 min. (Rev. 7/20/50)			ONCE A THIEF Marie MacDonald Caesar Romero D—88 min. (Rev. 6/26/50)			FAST ON THE DRAW Jim Ellison D—55 min. (Release: 6/30/50)
July 16	(July Releases) ROGUES OF SHERWOOD FOREST (Color) John Derek Diana Lynn D—80 min. (Rev. 6/16/50)	(July Releases) GOLDEN SALAMANDER Anouk D—96 min.	HAPPY YEARS (Color) Dean Stockwell Scotty Beckett D—110 min. (Rev. 5/25/50)	SNOW DOG Kirby Grant Elena Verdugo D—63 min. (Rev. 7/19/50)				(July Releases) THE GUNFIGHTER Gregory Peck Helen Westcott D—84 min. (015) (Rev. 4/26/50)		(July Releases) WINCHESTER 73 James Stewart Shelley Winters D—92 min. (Rev. 6/7/50)	GREAT JEWEL ROBBER David Brian D—91 min. (Rev. 6/13/50)	MOTOR PATROL Don Castle D—67 min. Release: 6/16 (Rev. 5/10/50)
July 23	BEYOND THE PURPLE HILLS Gene Autry O—70 min. (Rev. 7/20/50)	NAUGHTY ARLETTE Mai Zetterling D—86 min.	MYSTERY STREET Ricardo Montalban Sally Forrest D—94 min. (Rev. 5/17/50)		(July Releases) THE LAWLESS Macdonald Carey Gail Russell D—83 min. (4923) (Rev. 4/7/50)		TREASURE ISLAND (Color) Bobby Driscoll Robert Newton D—96 min. (Rev. 6/21/50)		THE UNDERWORLD STORY Dan Duryea Gale Storm D—90 min. (Rev. 3/28/50)	PEGGY (Color) Diana Lynn Charles Coburn CD—77 min. (Rev. 6/20/50)	FLAME AND THE ARROW (Color) Burt Lancaster Virginia Mayo D—88 min. (Rev. 6/20/50)	HI-JACKED Jim Davis Marsha Jones D—66 min. (Release: 7/14/50) (Rev. 6/23/50)
July 30	CAPTIVE GIRL Johnny Weismuller Buster Crabbe D—73 min. (Rev. 4/24/50)	THE BLUE LAMP Dirk Bograde D—84 min. (Rev. 6/1/50)	THREE LITTLE WORDS (Color) Fred Astaire Vera-Ellen M—102 min. (Rev. 7/7/50)	COUNTY FAIR (Color) Rory Calhoun D—76 min.	MY FRIEND IRMA GOES WEST John Lund Marie Wilson C—91 min. (Rev. 5/31/50)	THE OLD FRONTIER Monte Hale O JUNGLE STAMPEDE George Breakston (travelogue)					50 YEARS BEFORE YOUR EYES (Documentary 73 min.) (Rev. 6/20/50)	
Aug. 6	DAVID HARDING, COUNTERSPY Willard Parker D—71 min. (Rev. 5/24/50)	(Aug. Releases) DEST'NATION MOON (Color) John Archer Warner Anderson D—91 min. (Rev. 6/26/50)	A LADY WITHOUT PASSPORT Hedy Lamarr John Hodiak D—84 min. (Rev. 7/13/50)	MASSACRE VALLEY Johnny Mack Brown O		VIGILANTE HIDEOUT Alan Rocky Lane O	OUR VERY OWN Ann Blyth Farley Granger D—93 min. (Rev. 3/20/50)	(Aug. Releases) STELLA Ann Sheridan Victor Mature C—83 min. (Rev. 7/19/50)	THE ADMIRAL WAS A LADY Edmond O'Brien Wanda Hendrix C—87 min. (Rev. 5/5/50)	(Aug. Releases) ABBOTT AND COSTELLO IN THE FOREIGN LEGION Bud Abbott Lou Costello C—79½ min. (Rev. 7/13/50)		I SHOT BILLY THE KID Don Barry O (Release: 8/4/50)
Aug. 13	(Aug. Releases) IN A LONELY PLACE Humphrey Bogart Gloria Grahame D—94 min. (Rev. 5/17/50)			TRIPLE TROUBLE Bowery Boys CD	(Aug. Releases) THE FURIES Barbara Stanwyck Wendell Corey D—109 min. (4926) (Rev. 6/27/50)	THE SHOWDOWN Wm. Elliott Walter Brennan D—86 min.	COME SHARE MY LOVE Fred MacMurray Irene Dunne C-D					TRAIN TO TOMBSTONE Don Barry D (Release: 8/11/50)
Aug. 20	CONVICTED Glenn Ford Broderick Crawford D-91 min. (Rev. 7/26/50)	THE SUN SETS AT DAWN Walter Reed D	SUMMER STOCK (Color) Gene Kelly Judy Garland M—109 min.	SILVER RAIDERS Whip Wilson O	SUNSET BOULEVARD William Holden Gloria Swanson D—110 min. (4927) (Rev. 4/17/50)		OUTRAGE Mala Powers Tod Andrews D		THE MEN Marlon Brando Teresa Wright D—85 min. (Rev. 5/19/50)		KISS TOMORROW GOODBYE James Cagney Barbara Peyton D	BORDER RANGERS Don Barry O (Release 7/21/50)
Aug. 27	ON THE ISLE OF SAMOA Jon Hall Susan Cabot D—65 min. BEWARE OF BLONDIE Penny Singleton Arthur Lake O—66 min. (Rev. 4/3/50) STREETS OF GHOST TOWN Charles Starrett Smiley Burnette O—54 min.	EYE WITNESS Robt. Montgomery Leslie Banks D—104 min. (Rev. 7/20/50)				LONELY HEART BANDITS Dorothy Patrick Rob't. Rockwell D	BORN TO BE BAD Joan Fontaine Robert Ryan D	CARIBOO TRAIL (Color) Randolph Scott Gabby Hayes O-81 min. (Rev. 6/30/50)		(Aug. Releases) DESERT HAWK (Color) Yvonne DeCarlo Richard Greene D LOUISA Ronald Reagan Chas. Coburn C—90 min. (Rev. 5/31/50) MADNESS OF THE HEART Margaret Lockwood Paul Dupuis D		HOLIDAY RHYTHM All-Star Cast M (Release 8/18/50)

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.]



the next voice you hear

Two-in-a-row for M-G-M! Our Picture of the Month Award is theirs again in August. The big 7,500,000 teen-age girl market will respond to the simplicity and warmth of "The Next Voice You Hear."
"Unique" is the word for a movie our editors name best entertainment in terms of form, content and sincerity of purpose for 2,500,000 readers.

seventeen's picture of the month

seventeen

THE ENTERTAINMENT MAGAZINE FOR HIGH-SCHOOL GIRLS

Review

"Holy Year, 1950"

(20th Century-Fox)

A FASCINATING documentary based on the 1950 Holy Year is offered by 20th Century-Fox in this 42-minute film. Despite its specialized contents the film is one of general appeal. The timeliness of the picture is obvious and ticket-conscious showmen will find it exploitable.

Produced by Edmund Reek of Movietone News, the film shows the mark of care and patience. Unfolding like a travelogue, it proceeds to capture just about everything pertinent to the Jubilee ceremonies. Photographed in detail are intimate scenes of preparations by the Vatican for the event. One of the numerous highlights of the picture are the candid scenes of the Pontiff and Cardinal Spellman. Also shown is the latter heading the first official pilgrimage from the United States to the Holy City.

Scenes of the art treasures, the museums, cathedrals and other magnificent places of the Vatican run through the film. Many ceremonies and rituals are shown in detail and these scenes are balanced by several dramatic incidents, such as the arrival of the first pilgrims by foot. The film constitutes a pictorial pilgrimage to the Eternal City and very probably takes in more than the average pilgrim could in one trip. A narration by Father Robert L. Gannon accompanies the picture. Anthony Muto directed.

Running time, 42 minutes. General audience classification. For August release.

MANDEL HERBSTMAN

'306' Pensions

(Continued from page 1)

all in the U. S. are similarly covered.

Herman Gelber, president of "306," said agreement on a single draft of a program was reached following examination and study of several different drafts by union and management representatives and U. S. Government actuaries. At present, he added, union and management attorneys are giving the proposals what is expected to be final examination preparatory to the signing of contracts. Gelber is anxious to have signatures placed on the pacts before the "IA" international convention in Detroit in mid-August so that he will be in a position to give the delegates a complete analysis of the joint pension program.

Follows Long Talks

Agreement on a mutually-acceptable draft came after several months of negotiations. The principal hitch in the talks revolved around the fact that Loew's and RKO have their own pension programs in force and were unalterably opposed to continuing those programs along with a union-management set-up. The union's problem then was whether sacrifices would have to be made by Loew and RKO projectionists and whether compensation for such sacrifices could be embodied in a joint program. With the adoption of the draft under study projectionists would be dropped from the Loew and RKO retirement plans.

Local 306 adopted its own pension program in 1943 when Gelber took office. Meanwhile, however, cost-of-living increases tended to place an added burden on pensioners. The local regarded the adoption of a union-management program as the best means for increasing benefits in proportion to cost-of-living rises, since the local by itself could not sustain the financial burden of higher payments.

4 Distributors File

(Continued from page 1)

in Conrad, State and Orpheum in Cut Bank, and the Roxy and Orpheum in Shelby, all in Montana.

Recovery is sought in each suit for damages resulting from alleged underreporting of receipts.

Van Cott, Bagley, Cornwall and McCarthy of Salt Lake City, and Lester H. Loble of Helena, are attorneys for the plaintiffs, with Sargoy and Stein of New York of counsel.

U. K. Subsidy

(Continued from page 1)

gap between expenditure and income.

Maintained Lord Archibald: "Unless something can be done to eliminate or greatly reduce the present loss on production, then despite the quota and the Film Finance Corp., production in this country is going to dwindle and come to an end."

Favors Higher Budgets

Much of the extravagance in the industry here, Lord Archibald contended, has been eliminated. But, he added, the industry could not be maintained on a program consisting entirely of small-budget films. He hoped the corporation would be encouraged by Harold Wilson, president of the British Board of Trade, to look more favorably on films costing more, so that Britain could get a properly balanced production program.

On the policy of the corporation towards independent producers, Lord Archibald said it appeared that it was only to encourage the making of films costing less than 150,000 pounds. He did not believe British films at an average cost of 100,000 to 150,000 pounds could hope to compete either in the domestic or overseas market. It was a fallacy to believe that important and therefore expensive films must necessarily lose more money than inexpensive ones, he held.

Earlier, when moving the bill's second reading, the Government spokesman, Lord Lucas, said that without the efforts of the Finance Corp. the British film industry "would have broken up on the rocks on which it had drifted."

Told to Show Books

(Continued from page 1)

dio, Loew's, 20th Century-Fox and Warner Brothers against Herbert B. Ram and Sam Bogoslawsky.

The theatres involved in each action are the Patricia and Little Patricia in Aiken, Carolina, Batesburg; Liberty, Johnston; Leesville, Leesville; Hollywood, McCormick, and the Graniteville in Graniteville, all in South Carolina, and the Lakeview in Augusta, Georgia.

Daniel, Russell and Means of Spartanburg, Carolina, are the attorneys for each plaintiff-distributor, and Sargoy and Stein of New York are of counsel.

the next voice you hear

Thank you, SEVENTEEN! We know that the nation's teens followed your lead to "Annie Get Your Gun," previous SEVENTEEN Picture of the Month. We know they'll follow your lead again to "The Next Voice You Hear."
Starring James Whitmore, Nancy Davis. Directed by William A. Wellman and produced by Dore Schary.

seventeen's picture of the month

M-G-M

THE FRIENDLY COMPANY

HIT WITH

FOR A BIG HIT

There's No Business Like 20th CENTURY-FOX Business

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 22 | NEW YORK, U. S. A., TUESDAY, AUGUST 1, 1950 | TEN CENTS

Aim at US-UK Agreement in Meeting Today

Would Settle Principles And Draft Details Later

By PETER BURNUP

LONDON, July 31.—Eric Johnston nd Ellis Arnall will meet tomorow with British Board of Trade resident Harold Wilson with the rospect of an agreement in principle eing reached on a revised Anglo-American film pact.

It was expected last week that the egotiations between the American nd British representatives would be oncluded today. However, Motion Picture Association of America presilent Johnston and Wilson met prirately this morning in an endeavor o reach agreement on a formula proosed last week by the American ndustry representatives and put in vriting on Friday by MPAA's Joyce O'Hara and Fayette W. Allport and British government aides, and it was earned subsequently that another neeting will be held tomorrow.

The hope among the British and American negotiators is that tomor-

(Continued on page 4)

Skouras Names J.J., 4 in Counter Suit

A $3,045,000 cross-complaint was iled in U. S. District Court here yeserday by Skouras Theatres as an afermath of a similar anti-trust action iled early this year by J. J. Theatres nd the Luxor Group against Skouras, 20th-Fox, Warner, RKO and Univer-al.

The counter action names as defendants J. J. Luxor, and the distribu-

(Continued on page 4)

Studio Employment Shows Gain in June

Hollywood, July 31.—Studio employment gained slightly in June over April, rising from 69.5 to 71.2 on the State Department Industrial Relations scale which regards the 1940 average as 100.

The figures roughly indicate about 13,500 employed in production during the month. Average weekly earnings rose from $101.09 to $102.62.

Warner Reports Nine-Month Profit of $7,316,000

A net profit of $7,316,000 for the nine months ended May 27 was reported yesterday by Warner Brothers and subsidiaries. This compares with a net of $7,363,000 for the corresponding period of 1949.

The 1950 period's figure was established after provision of $4,500,000 for taxes and $600,000 for contingent liabilities. Taxes for the 1949 period amounted to $4,900,000.

The net for the 1950 period is equivalent to $1 per share on the 7,295,000 shares of common stock outstanding as of May 27. The net for the corresponding period of last year also was equivalent to $1 per share.

Film rentals, theatre admissions, sales, etc., after eliminating intercom-

(Continued on page 4)

WB Starting 11 This Month

Setting a production record for the studio for the past 13 years, Warner Bros. will have a total of 11 films shooting by mid-August, Jack L. Warner announced in Hollywood today.

This week Warners will have six pictures before the cameras. Warner has also scheduled two more to start Aug. 14, and three on Aug. 21.

The 11 pictures will use 20 stars, including Charles Bickford, Humphrey Bogart, Marlon Brando, James Cagney, Steve Cochran, Joan Crawford, Doris Day, Billy De Wolfe, Scott Forbes, June Haver, Burt Lancaster, Vivien Leigh, Frank Lovejoy, Gordon MacRae, Virginia Mayo, Dennis Morgan, Gene Nelson, Gregory Peck, Phyllis Thaxter and John Wayne. Additionally, a total of 73 other impor-

(Continued on page 4)

Excess Profits Tax Backed in Senate

WASHINGTON, July 31.—Although chances for passage do not seem bright, an influential Administration Senator yesterday pledged to battle for inclusion of an excess profits tax in the emergency tax increase asked last week by President Truman. Although the White House sought only increases in personal and corporate income rates, Senator Joseph O'Mahoney announced yesterday he will seek an excess profits levy based on average profits for the 1947-49 period—which in most cases was a lower than average period for film companies.

Chairman Walter George of the Senate Finance Committee said he does not think there will be an excess profits levy this year, but that there is a good chance for one next year.

KATO to Request Insurance Rate Cut

LOUISVILLE, July 31.—A request for lower insurance rates will be made by the Kentucky Association of Theatre Owners to the state Commissioner of Insurance following a survey of the use of safety film in Kentucky theatres. Theatre owners have been asked by E. L. Ornstein, KATO director, to report the percentage of films on safety stock currently in use.

Canada's War Plans May Hit Theatres

OTTAWA, July 31.—Theatre construction plans in Canada appear due for a setback in consequence of stepped up defense preparations inspired by the Korean war. Especially anticipated is a squeeze on steel supplies and some other equally strategic materials.

However, repairs or remodelling of a necessary kind are permitted to proceed on schedule, pending notice to the contrary.

What is likely to be the biggest change arising from the rearmament program here is the Canadian Government's pay-as-you-go tax program which probably will bring much heavier taxes for motion picture theatres. This includes the strong possibility of a return of excess profits taxes for theatre firms as well as amusement taxes for patrons, all contingent upon future developments in the defense program and governmental policies.

Add 15 Days for WB Partnership Split

Department of Justice has agreed to a new 15-day extension of the deadline for Warners to dissolve its partnership interests in Atlantic Theatres, New Jersey circuit, with the stipulation slated to be filed in U. S. Statutory Court here this week. The new deadline is Aug. 15.

Today is the deadline for 20th Century-Fox to break up its few remaining partnerships and action on this is awaiting the arrival of attorney Fred Pride who has been on the Coast working on the splits. The indication is that the Justice Department would allow for more time if the company requires it.

Brandt Buying RKO Circuit At $8 Million

In Accord with Hughes For 24% Stock Control

Upon separation of the circuit from production-distribution, control of RKO Theatres will shift to Trans-Lux Theatres, headed by New York circuit operator Harry Brandt under a deal now verbally agreed upon providing for the acquisition of Howard Hughes' 24 per cent stock interests at a price of approximately $8,000,000.

Official sources here stated yesterday that the agreement is now in the hands of attorneys for both sides who are at work on the legal phraseology of the pact and the indication is that the actual signing can be expected within the next few days.

The New York banking firm of

(Continued on page 4)

Six 20th-Fox Field Meetings Underway

First of six 20th Century-Fox divisional sales meetings, all patterned after the Central sales convention in Chicago last week, took place in Buffalo yesterday with Empire State division chief Martin Moskowitz presiding, the company reports here. The address given by A. W. Smith, Jr.,

(Continued on page 4)

Fitzgibbons, Bolstad FP Pacts Extended

Toronto, July 31.—Still to run to 1953, the contract of president J. J. Fitzgibbons with Famous Players Canadian Corp. has been extended for two years to make it effective until June 1, 1955 under an agreement with Famous Players and Paramount International. The original signing was in 1946.

Likewise the contract of vice-president R. W. Bolstad with Famous Players and Paramount International has been extended a similar period to June 1, 1953. This contract had been scheduled to expire next June.

3,100,000 TV Sets Made in Six Months

Washington, July 31.—Representing a new record for the industry, 3,100,000 television sets were manufactured in the first six months of 1950, equalling the output of all of 1949, the Radio Television Manufacturers Association reports here.

The production of radio receivers during the first half of this year totalled 539,852, representing an increase of more than 115,000 over the output for the first half of 1949, it was said.

Chaplin Bars Use of Film for 'Red' Paper

HOLLYWOOD, July 31.—A proposed benefit performance of Charlie Chaplin's silent film, "The Circus," has been forced to be cancelled by the comedian's attorneys, it was learned here. The showing was to raise money for the Communist paper, *Daily People's World.*

Charles Loring, attorney representing Chaplin, declared that the theatre had no legal right to exhibit the film and that Chaplin "did not at any time authorize or consent" to the showing.

Norton Ritchey on World-Wide Trip

Norton V. Ritchey, Monogram-International president, left here at the weekend for Hollywood from where he will depart later this week for Tokyo on the first leg of a planned 'round-the-world trip.

In Tokyo, Ritchey will confer with Shochiku Co., Ltd., distributors of Monogram product. He will deliver to the Tokyo company a print of "The Babe Ruth Story."

20th Transfers Tod

Ted Tod, former exploitation manager for the Midwest division of 20th Century-Fox, has been transferred to the Central division with headquarters in Chicago, replacing Eddie Solomon. Solomon has been promoted to the newly-created special service unit at the Coast studio to work under Harry Brand, studio publicity chief.

'Union' Screenings Held

All 38 Paramount branches in the United States and Canada held special screenings of "Union Station" for the personnel of all departments last week. The showings were held at the request of A. W. Schwalberg, president of Paramount Film Distributing Corp.

'U' Dividend Is $1.06

Board of directors of Universal Pictures has declared a quarterly dividend of $1.0625 per share on the company's four and one-quarter per cent cumulative preferred stock, payable Sept. 1 to stockholders of record Aug. 15.

Personal Mention

JAY BONAFIELD, RKO Pathe vice-president, left here yesterday for Europe by air. He will be the guest of American Military Government officials in Frankfort and plans to visit several other European cities.

•

MAURICE N. WOLF, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will speak before the New York Kiwanis Club tomorrow at the Warwick Hotel.

•

WOLFE COHEN, Warner International president, will leave here tomorrow by plane for Rio de Janeiro, first stop on a tour of South America.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, will leave New York today for Indianapolis.

•

FOSTER M. BLAKE, Universal-International Western sales manager, has returned to New York from Omaha and Chicago.

•

MOREY GOLDSTEIN, Monogram general sales manager, left here last night for New Haven and will be in Boston tomorrow.

•

HOWARD DIETZ, M-G-M advertising-publicity vice-president, left here last night for the Coast.

RICHARD DE ROCHEMONT, March of Time producer, returned here yesterday from Europe.

•

LEE JONES, Neumade Products sales manager, and R. E. HEMPEL are in Chicago from New York to attend the National Audio-Visual Dealers Convention.

•

OSCAR F. NEU, president of Neumade Products, is in Buffalo from New York and will go from there to Lake George for a vacation.

•

AL BRODER, brother of JACK BRODER, Realart president, has been made assistant to JACK ZIDE, Michigan franchise holder.

•

CHARLES C. MOSKOWITZ, Loew's vice-president and treasurer, is due back here from the Coast next Monday.

•

ABE DICKSTEIN, United Artists New York branch manager, left here yesterday for Albany and Gloversville.

•

CARROLL PUCIATO, Realart exchange operations manager, is touring Midwest exchanges from New York.

•

CLAUDE MORRIS, special representative for N. PETER RATHVON, will leave here today for Dallas.

U-I Stars to Tour 26 Cities for 'Louisa'

The Chicago world premiere and key city openings of Universal-International's "Louisa" will be backed by the personal appearances of "the largest contingent of stars from a single picture ever assembled by the company," David A. Lipton, U-I National director of advertising-publicity announces.

The stars, including Ronald Reagan, Charles Coburn, Ruth Hussey, Spring Byington, Edmund Gwenn and Piper Laurie, will visit 26 key cities in addition to Chicago for personal appearances and press and radio interviews, according to Lipton. In addition, Miss Laurie, who makes her debut in "Louisa," will visit a large number of sub-key situations not normally covered by personal appearances.

Sanforth Sues Columbia

LOS ANGELES, July 31.—Clifford Sanforth, producer-writer, has filed suit in Federal court here against Columbia for $45,000 damages alleged incurred by the studio's use of a "son of Robin Hood" character in the film "Rogues of Sherwood Forest." Sanforth contends Columbia violated a contract by using the character a second time without engaging his services.

Lunch for L. F. Blumberg

Lewis F. Blumberg, who has resigned as general sales manager of the television department of United World Films and leaves here today to become assistant managing director of the Zoro Corp. in Indonesia, was feted at a luncheon at Villa Sweden here yesterday. About 50 of his busines associates and friends attended.

Radio Contest 'Plugs' 'Irma' Opening Here

The New York opening of Hal Wallis' "My Friend Irma Goes West," set for tomorrow at the Paramount here, is being promoted all this week by a contest staged by Jack Sterling, WCBS disc jockey, for the best "Irmaism" submitted by his listeners. Cy Howard, creator of "Irma" in her film and radio roles, will judge the entries, which may be mailed in or be presented in person tomorrow morning in the Paramount lobby. Prize is a week's expense-paid vacation.

Grainger to Chicago

Back in New York after studio conferences on the Coast, James R. Grainger, Republic vice-president in charge of distribution, will leave here on Saturday to preside over a Chicago sales meeting Aug. 7-9 at the Blackstone Hotel. He will return for a New York sales session at the home office Aug. 14-16.

Sam Resnik Dead

Sam Resnik, night shipper and veteran employee of RKO Radio's New York exchange, died Sunday night following a lengthy illness and was buried yesterday. Resnik, who joined the old Pathe company in 1924, was 47 years old.

Sarah Gilbert Killed

HUNTSVILLE, Tenn., July 31.—Sarah Gilbert, 12-year-old daughter of L. A. Gilbert, local theatre owner, was killed, and Mrs. Gilbert and two other children were painfully injured when the family car struck a bridge near Huntsville.

SPG Enrolls More Than 100 Producers

Hollywood, July 31.—Screen Producers Guild membership has passed the 100 mark, membership committee chairman Arthur Hornblow reported at the organization's third regular meeting held tonight at the Beverly Hills Hotel, with president William Perlberg presiding. It is estimated the saturation point is around 125, as eligibility rules limit membership to producers employed by studios on salary or an equivalent basis.

'306' Pension Talks Expected This Week

Attorneys for the circuits and IATSE Local No. 306 are expected to meet here this week to confer on the draft which has been agreed upon for a union-management sponsored pension program for New York projectionists.

A report of the results of Local 306's pension negotiations will be included by "IA" international president Richard F. Walsh in his formal message to the union's convention in Detroit Aug. 14-18, it is understood.

Pinanski Leases House

BOSTON, July 31.—American Theatre circuit has leased New England's newest theatre, now under construction at Swampscott, Mass., Sam Pinanski, president, has announced. A late fall opening is planned for the 1,000-seat house, which is part of a shopping unit being built facing the ocean front.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

Marlon Brando - Teresa Wright
in STANLEY KRAMER'S
"THE MEN"
Released thru United Artists
SPECTACULAR STAGE PRESENTATION

Paramount Presents
"MY FRIEND IRMA GOES WEST"
A HAL WALLIS PRODUCTION
JOHN LUND · CORINNE CALVET · DIANA LYNN
DEAN MARTIN · JERRY LEWIS with MARIE WILSON as Irma
In Person LOUIS PRIMA AND HIS ORCHESTRA GARY MORTON TOMMY & MARGOT CONINE Extra THE MODERNAIRES
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

SAMUEL GOLDWYN presents "EDGE OF DOOM"
Starts THURSDAY · Astor B'way & 45th St.

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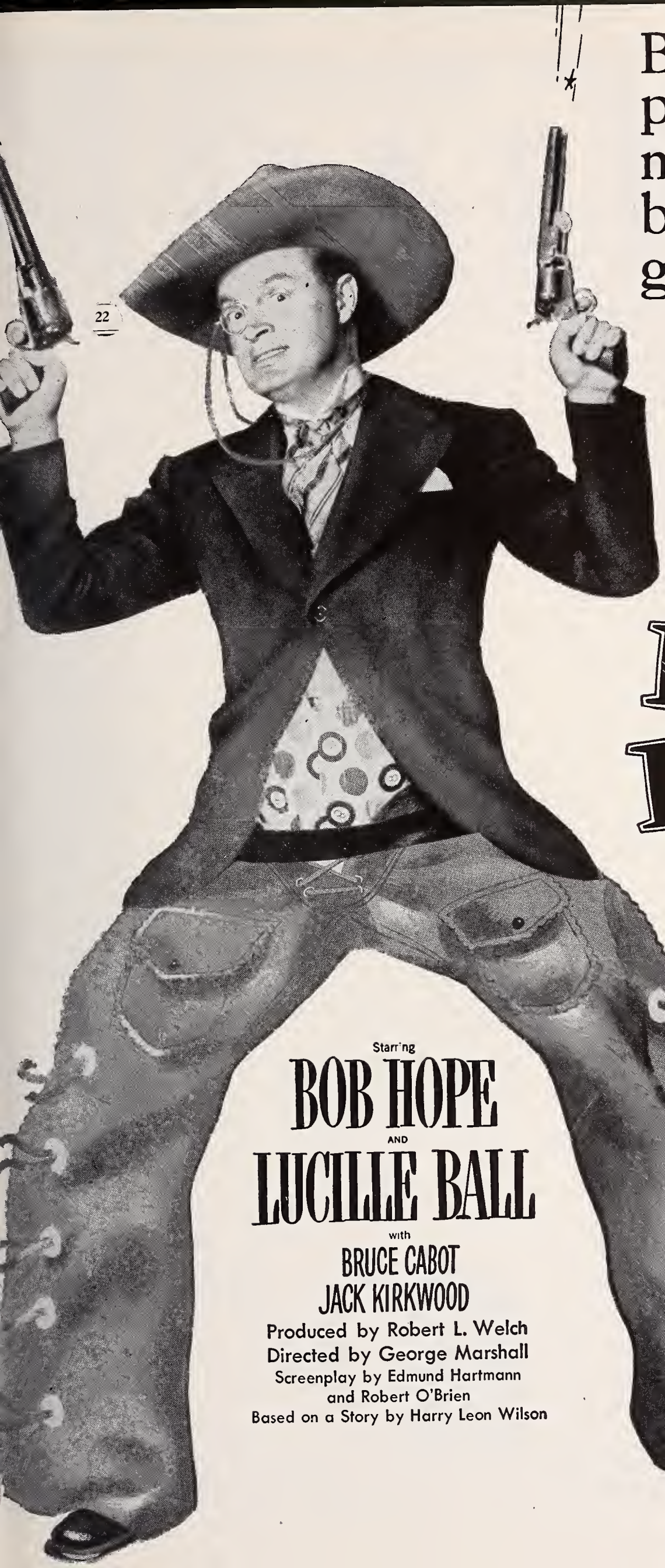

Bob's best picture and the money-maker beyond your greatest hopes.

All we ask is: Just see

Fancy Pants

Color by Technicolor

Starring

BOB HOPE

AND

LUCILLE BALL

with

BRUCE CABOT

JACK KIRKWOOD

Produced by Robert L. Welch

Directed by George Marshall

Screenplay by Edmund Hartmann and Robert O'Brien

Based on a Story by Harry Leon Wilson

PARAMOUNT WEEK, SEPT. 3-9

is the time to play this successor to "The Paleface." Already America's hummin' with its song-smash, "Home Cookin'," successor to "Buttons & Bows"!

World Attendance Is 11 Billion Annually

A global survey of motion picture exhibition conducted by the United Nations Educational, Scientific and Cultural Organization reports that more than 11,000,000,000 admissions are paid annually to the world's 95,278 theatres. Published in France and now available in this country, the survey on world communications also reports that there are more than 75,000,000 seats for this audience.

The U. S. is by far the leader of any country or territory having exhibition facilities. The UNESCO report claims that there are 12,071,300 seats for an annual audience of 4,680,000,000 persons. In contrast French Equatorial Africa has one theatre with 200 seats which accommodates an audience of 20,000 annually.

Warner Profit

(*Continued from page* 1)

pany transactions, for the nine months ending May 27, amounted to $94,504,000 as against $101,242,000 for the corresponding period last year.

The company points out in its financial statement that from June 26 to July 31, it purchased 225,600 shares of its own common for $2,792,355.

Total current and working assets, including cash, securities, inventories and advances to outside producers, are listed at $62,616,016. Fixed assets amount to $89,320,405, while other assets, including investments in and advances to subsidiary companies operating in foreign territories, total $9,333,487. Total current liabilities amount to $12,844,554.

WB Starts 11

(*Continued from page* 1)

tant players are appearing in the 11 films.

Starting production today will be "Lullaby of Broadway," a Technicolor musical, and "Jim Thorpe—All American." On Aug. 14, "A Streetcar Named Desire," from Tennessee Williams' Pulitzer prize-winning play, and "Goodbye My Fancy," another Broadway success, go before the cameras. "Goodbye My Fancy" will star Joan Crawford with Frank Lovejoy in the leading role opposite her.

On Aug. 21, the studio will start "Operation Pacific," "Strangers on a Train," which Alfred Hitchcock will direct, and "The Story of Folsom," which Bryan Foy will produce.

Continuing in production during August will be "The West Point Story," "The Enforcer," a United States Pictures production, which Warners will distribute; "Only the Valiant," a Cagney Productions, Inc., film for Warner distribution, and "Raton Pass."

Two more pictures are scheduled for production the first week in September. They are: "The Travellers" and "The Front Man."

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I.A.T.S.E. 644

Review

"Kiss Tomorrow Goodbye"

(*Warner Brothers*)

A HIGHLY potent brew of melodrama has been mixed in Warner Brothers' "Kiss Tomorrow Goodbye." James Cagney stars, and quite naturally he is the turbulent center of the proceedings. There is a quality of mocking pugnaciousness to Cagney as he goes strutting through a series of crimes and murders with an air of nonchalance.

The picture abounds in tension and suspense and Gordon Douglas has directed with a sure sense of melodramatic values. However, there are times that nerve-exciting sequences are overemphasized, and restraint might have given the film a better sense of credulity. There is little doubt that the film, told in courtroom flashback, will win a hearty response from fans of taut and relentless underworld dramas.

The moment Cagney escapes from a prison farm with the help of Barbara Payton he proves that he is gun-crazy. He shoots her brother who was trying to escape too and it is this that ultimately proves Cagney's undoing. Once free, Cagney stages ruthless holdup after holdup. In between he falls in love with Miss Payton. The William Cagney production really gains its momentum from the point when Ward Bond, a crooked police inspector, shakes Cagney down for a share of a loot. With Bond thus in the unhappy position of threatened exposure he decides to give Cagney "cooperation." Along with the inspector, an assortment of people become enmeshed in Cagney's crimes, including Luther Adler, a lawyer of flexible ethics.

To expand the story into a rounded thriller, the screenplay introduces Helena Carter, daughter of a powerful tycoon. Cagney falls in love with Miss Carter and marries her. But when the father objects, Cagney consents to an annulment. Now when Miss Payton hears about "the other woman" she is enraged. When Miss Payton further learns that it was Cagney who shot her brother, her fury cannot be contained and in the most unheroic way, Cagney ends up as a dead thug.

A Cagney Production, it is based on Horace McCoy's story of the same name. Harry Brown did the screenplay.

Running time, 102 minutes. Adult audience classification. Release date, Aug. 19.

MANDEL HERBSTMAN

US-UK Meeting

(*Continued from page* 1)

row's meeting will bring an agreement on principles of the American formula, thus permitting the technicians committee of O'Hara, Allport and British officials to hammer out details. The American formula, it has been indicated, embodies an increase in convertibility of British pounds over the $17,000,000 provided for annually in the present agreement, and for additional permitted uses of blocked funds.

Wilson is scheduled to start a holiday on Wednesday. Arnall, president of the Society of Independent Motion Picture Producers, and James Mulvey, Samuel Goldwyn Productions president and third American negotiator, are due to leave here by plane for New York tomorrow, while Johnston and O'Hara are scheduled to fly back to the U. S. on Wednesday.

20th-Fox Meetings

(*Continued from page* 1)

distribution vice-president, at the Chicago session will be read at the regional conclaves which are slated for this week.

Southern meeting will be held today and tomorrow at the Ansley Hotel, Atlanta, with division manager Harry G. Ballance presiding. Herman Wobber will be principal speaker at the Western session in San Francisco, at the St. Francis Hotel, tomorrow and Thursday.

Charles Einfeld, advertising-publicity vice-president, and division manager E. X. Callahan, will be the speakers at the New England session in New Haven on Thursday and vice-president Al Lichtman and assistant general sales manager W. C. Gehring will address the Mid-Eastern meeting at the Carlton Hotel, Washington, today and tomorrow.

The Canadian meeting, specific date for which has yet to be set, will be at the Royal York Hotel, Toronto, with division head Arthur Silverstone presiding.

Skouras Suit

(*Continued from page* 1)

tors named as defendants in the original action. It is charged by Skouras that Warners "exerted unlawful pressure on 20th-Fox to join in the alleged conspiracy and combination to put two Skouras theatres in the Bronx "out of business," which is the crux of the counter complaint.

The cross-complaint seeks an injunction to restrain RKO, Universal and Warners from licensing J. J.'s Luxor Theatre, Bronx, and enjoining J. J. from seeking accepting licenses for the Luxor for any run unless at least seven days after playing at the Bronx Park Plaza, a Skouras house.

Skouras Theatres asserts in its complaint that it has operated the Park Plaza and Crotona, in the Bronx, as first-run houses since 1931, and that these houses "because of their size and prestige" are entitled to first-run in that area with seven-day clearance. The complaint states that in 1948 the Luxor, previously a second-run house, conspired with the other named defendants to make it a tenant for first-run product.

Seeks FC Extension

Irving Kaufman, assignee in the settlement of Film Classics' debts, will move next Monday in New York Supreme Court here for an order directing that he be authorized to continue the business of the company for a period not exceeding 90 days from June 29. On the following day a public auction will be conducted by Arthur Albert & Co. to sell the office furniture and equipment of FC which has entered a *de facto* merger with Eagle-Lion to form Eagle Lion Classics.

Jack Broder Drive

Jack Broder, Realart president and chairman of the board, is being honored by a 13-week playdate drive, from Aug. 28 through Nov. 25.

House Passes Bill To Aid Tape Imports

WASHINGTON, July 31.—The House has passed and sent to the Senate a bill to make it easier for film companies to use magnetic sound film or tape on features, shorts and newsreel footage shot overseas.

The measure, which was sponsored by Rep. King (D., Calif.), at the request of the Motion Picture Association of America, would tax imports of magnetic film or tape for shorts or features at one cent a foot, just as most present film sound track is taxed, and would allow magnetic film or tape on newsreels to come in duty-free, as do regular newsreel sound tracks now.

The U. S. Customs Bureau has ruled that the magnetic film or tape must be taxed on an *ad valorem* basis, involving much complicated figuring of the sound track's value, and film companies have held off using it extensively abroad to avoid this problem.

Brandt, RKO

(*Continued from page* 1)

Kuhn, Loeb & Co. is backing Brandt in the purchase, it is said here, with plans to float a bond issue for the purpose. Hughes' control is in the form of 929,020 shares which he had acquired from Floyd Odlum's Atlas Corp. in 1948 at a cost of about $9,000,000.

That acquisition represented control of the entire RKO organization. Upon divorcement of the theatre circuit, which is scheduled for Jan. 1, Hughes will continue his 24 per cent ownership of RKO production-distribution.

The Brandt deal calls for payment at the rate of a fraction over eight dollars per share of the theatre shares to be issued to Hughes under the RKO reorganization plan scheduled to take effect next Jan. 1.

While this will give substantial control to Brandt, it is understood he will undertake to buy out minority stockholders as well, all in the name of Trans-Lux Corp., which he also controls.

Noah Dietrich, RKO board chairman, and Thomas Slack, Hughes' personal attorney, are in New York from Los Angeles and Dallas, respectively, to finalize the agreement. Sam Dembow, Jr., independent producers' representative in the East, has been acting as intermediary between the two parties and figured prominently in getting them together. Dietrich and Slack originally were scheduled to leave here for the Coast last Saturday but decided to continue their New York stay when early consummation of the deal became apparent.

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VOL. 68 NO. 22 NEW YORK, U.S.A., WEDNESDAY, AUGUST 2, 1950 TEN CENTS

Brandt, Hughes May Sign Deal In N.Y. Today

Dietrich Will Represent Hughes in Control Shift

Attorneys for Harry Brandt and Howard Hughes spent yesterday putting the final touches to the deal providing for shift of control of RKO Theatres to Brandt's Trans-Lux Theatres Corp. with actual finalization of the transaction regarded as a likelihood for as early as today.

Full agreement has been reached by the two parties and it was stated they are hopeful the pact will be signed in New York today, barring a last-minute hitch, with Hughes to be represented by RKO board chairman Noah Dietrich and Thomas Slack, Hughes' attorney. The two are remaining in New York for the purpose of closing the deal.

As reported yesterday, the pact provides for payment by Brandt at the rate of a fraction over eight dollars per

(Continued on page 7)

MPAA, SIMPP, U.S. Talk Overseas Plan

WASHINGTON, Aug. 1.—Representatives of Motion Picture Association of America and the Society of Independent Motion Picture Producers were closeted this evening with high officials of the State Department in a conference regarding industry aid to the Department's "Campaign of Truth" for overseas consumption. Whether

(Continued on page 6)

NEFC Defers Plan To Finance Films

National Exhibitors Film Co. has put off plans to begin actual financing of independent production in August because of new investment difficulties encountered, it is learned here. Investment money has tightened as a result of the international crisis, it was said, and NEFC consequently is marking time for the present.

The company has its sights set on an initial capitalization of $2,000,000 to be provided by the sponsoring group of circuit operators throughout the country.

5 Major Films Are Lined Up for ELC, More In Prospect

Five pictures, identified by Eagle Lion Classics president William C. MacMillen, Jr., as "major productions," will be completed by the end of the year by independent producers for ELC release.

Additionally, MacMillen said, the J. Arthur Rank Organization in England will deliver one feature a month for ELC release, and 12 other Hollywood pictures are scheduled for delivery to ELC during the current year.

The ELC president, who has said that the Eagle-Lion studios in Holly-

(Continued on page 6)

N.Y. 1st-Run Income Mild

Sweltering New Yorkers are not showing too much inclination to cool off at the air-conditioned first runs during the continuing heat wave. Further impaired by the sunny weekend weather which made the beaches and resorts big attractions, business at the showcases is mild for the most part and dull at a few spots. The tourist trade has been somewhat helpful.

"Our Very Own" is healthy enough in its premiere run at the Victoria. The first week's take is likely to reach

(Continued on page 6)

REACH AGREEMENT ON US-UK PACT

New UA Board's First Meeting Today

First meeting of the new United Artists board of directors under the Paul V. McNutt-Frank L. McNamee regime will take place at the company's home office here today with heavy agenda including action on financing arrangements and top-level personnel.

Directors to sit in are McNutt, McNamee, Max Kravetz, Mary Pickford and four persons appointed by McNutt but whose identities have as yet to be disclosed.

Tent 35 Moves to Aid Rogers Hospital

The crew of Tent 35, New York Variety Club, voted at a meeting here Monday night to take over the Will Rogers Memorial Hospital at Saranac Lake, N. Y., as its main Heart activity.

The crew's action is subject to approval by the membership of Tent 35 and that approval will be sought at a meeting to be held in September.

(Continued on page 6)

Reveal Details Today; Easier Convertibility Assured; Effective Oct. 1

By PETER BURNUP

LONDON, Aug. 1.—American industry representatives reached an agreement in principle here today with Harold Wilson, president of the Board of Trade, on a new film remittance agreement which is to become effective Oct. 1.

Details of the agreement are being withheld until tomorrow for simultaneous announcement here and in New York. Advance indications are that the American film industry will be authorized to continue converting sterling earned here at the rate of at least the $17,000,000 prevailing under the original agreement and, perhaps, more than that.

In addition, the American companies will be permitted greater and more fluid convertibility of their blocked sterling. Britain will drop its penalty

(Continued on page 7)

SRO Retains Only Two of Sales Staff

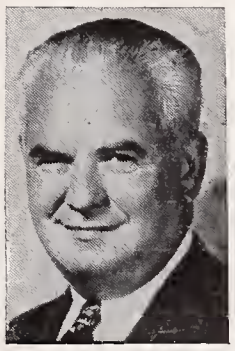
The Selznick Releasing Organization has dismissed all but two of its division managers in the field and apparently is discontinuing its recently announced imported films distribution department, with Manny Reiner, head of the department, scheduled to leave the company Aug. 11.

The dismissals, which virtually dissolve the SRO field organization, leave only Sidney Deneau in an executive capacity here; Thomas Duane in the New England division, and

(Continued on page 6)

Blumberg Sees Business Upbeat Here and Abroad

Back in New York after a four-weeks tour of England and the Continent, Universal president Nate J. Blumberg yesterday spoke in unqualifiedly optimistic terms about business here and in Europe, the J. Arthur Rank organization, the American "art" house industry and the Council of Motion Picture Organizations.



Nate J. Blumberg

His view is that business is "exceedingly good" in the U. S., in Great Britain and on the Continent. Conversations, collectively and individually, with 600 British and European showmen during his trip contributed to Blumberg's viewpoint, and he gave as fact that domestic business throughout the country has "greatly increased" in the last five weeks for all companies.

About the Rank Organization, the Universal president had this to say: "Despite all their troubles they have turned in an excellent job, and they will come out of this bigger, better and stronger than ever. They have had the same problems we have had here in America, and they really are putting their house in order. That company's performance in the next two years is going to surprise a great many people and will surprise the industry. They have been wonderfully helpful and cooperative with the American industry. As a Universal

(Continued on page 7)

RFC Defense Move Kills Films' Chances

Washington, Aug. 1.—As far as loans to American business are concerned, the Reconstruction Finance Corporation has decided to go on a full defense footing.

This kills any last remaining chance of film producers' getting financing from this source.

Personal Mention

LEONARD H. GOLDENSON, United Paramount Theatres president, and MRS. GOLDENSON are the parents of a daughter, MAXINE W., born Monday at the White Plains Hospital, White Plains, N. Y.

•

WALTER NEITHOLD, owner of the Goshen Theatre and Goshen Inn, Goshen, N. Y., will be host to CHARLES COBURN Monday evening in connection with a benefit preview of Universal-International's "Louisa" for the Goshen Hospital.

•

FRANCIS SWANN, former Baltimore writer now engaged in Hollywood, was the guest over the weekend of NORMAN CLARK, Baltimore *News-Post* film reviewer.

•

SPERIE PERAKOS, Perakos Theatres district manager at New Britain, Conn., will attend the convention of the Order of Ahepa, Greek fraternal organization, at Cleveland Aug. 13-23.

•

KATHERINE RANDALL and CLEM WOOD, both of the Eagle Lion Classics Memphis branch, are recuperating in the Memphis Hospital from injuries sustained in an automobile accident.

•

MRS. JACK A. SANSON, wife of the manager of the State Theatre, Manchester, Conn., is recuperating at the Manchester Hospital from a broken wrist.

•

COLYER PHILLIPS, former Atlanta United Artists salesman, has resigned to take over the managership of the Lufkin Theatre, Lufkin, Tex.

•

WILLIAM HEALEY, of Loew's Poli Theatre, Hartford, and MRS. HEALEY are the parents of a daughter born recently.

•

NELLIE CASMAN, actress, arrived in Hollywood yesterday from New York.

'Admiral' Premiere In Phila. on Friday

"The Admiral Was a Lady," Albert S. Rogell-Jack M. Warner production, will open at the Mastbaum, Philadelphia, on Friday with an assortment of city-wide premiere ceremonies, some with the U. S. Navy and Marine Corps participating, according to United Artists, the distributor.

Wanda Hendrix, star of the film, will be honor guest at civic festivities and will make numerous radio, television and press appearances as part of the campaign. Mori Krushen, UA home office exploitation manager, will leave here tomorrow for Philadelphia for final arrangements.

Dual 'Holy Year' Opening

"Holy Year 1950," short feature documentary being released by 20th Century-Fox, will have a dual world premiere Aug. 15 at the Embassy Theatres in New York and Newark, Andy W. Smith, Jr., distribution vice-president, reports.

Leading Baltimore Neighborhoods Increase Prices on City-Wide Scale

Baltimore, Aug. 1.—An increase in admission prices at neighborhood theatres throughout Baltimore is now in effect. Theatres charging 32 cents, including tax, raised to 36c and those previously charging 36c have raised to 40 cents.

While the price-boost is general, Lauritz Garman, president of the Motion Picture Theatre Owners of Maryland, referred to it as "spotty."

"It is a ticklish situation," says Garman, "in view of theatre men having waged a fight to do away with the tax on tickets, or at least to get a cut in the tax, and then to raise prices. The plan has been talked over time and again for the past year but only recently the exhibitors decided to go ahead with the higher admissions."

Garman said the boost was justified by the fact that Baltimore's theatre scales are among the lowest of any large city. The Frank J. Durkee Enterprises, operating a chain of 20-odd neighborhood theatres, has made the price increase effective in all his houses. So far, there has not been any time for public reaction. The Northwood Theatre, owned by Joseph C. Grant, and due to open next Saturday, will charge 44 cents at night, the highest neighborhood admission in Baltimore.

Linda Darnell Tour Set for N.Y. Theatres

A personal appearance tour of 20 RKO, Skouras, Randforce and Century Circuit theatres in the New York Metropolitan area will be made on Aug. 11 through 13 by actress Linda Darnell, 20th Century-Fox reported yesterday. She will be accompanied on the tour by Tex McCrary.

On Aug. 16, Miss Darnell will participate in festivities in connection with the world premiere of her latest film, "No Way Out," at the Rivoli Theatre here. At the request of Rivoli managing director Montague Salmon, the actress will double at ticket-seller at the theatre on opening night.

Legion Reviews Five, One in Class B

Of five pictures reviewed this week by the National Legion of Decency, one, 20th Century-Fox's "My Blue Heaven," was placed in Class B. Monogram's "Arizona Territory" and "Snowdog" were rated as Class A, Sec. I, and two others, Columbia's "On the Isle of Samoa" and Republic's "Trial Without Jury," were put in Class A, Sec. II.

Owen on Tour

Hugh Owen, Paramount's Eastern and Southern division manager, left here last night for Charlotte, Atlanta and Jacksonville to help set up plans for the "Golden Harvest of 1950" sales drive, which runs from September to December. He will confer with branch and district managers.

Narration to Woolley

Monty Woolley has been signed to speak the John Mason Brown commentary for "Paris, 1900," French film which Arthur Mayer and Edward Kingsley are preparing for fall release.

WB Zone Managers Meet

Harry M. Kalmine, president and general manager of Warner Brothers Theatres, will preside at a zone managers' meeting tomorrow at the home office.

26 Shorts Acquired By Paramount Video

Paramount Television Productions has acquired video distribution rights to "Hollywood Reel," series of 26 15-minute films produced by Erskine Johnson and Coy Watson, Paramount Television vice-president George Shupert disclosed here yesterday.

The films, which show Hollywood personalities at work and leisure, is being offered to advertisers and TV stations with first options going to affiliates of the Paramount TV network.

Radio-TV Push for 'Sunset" Premiere

Aug. 10 opening of "Sunset Boulevard" at the Radio City Music Hall here will be backed by an extensive radio-television campaign, including a recorded interview with Gloria Swanson on "Next Week in New York" on station WJZ, Paramount reports here. Tie-in with Chesterfield Cigarettes provides for plugs for the film on the Arthur Godfrey radio and television shows, as well as others.

Marines Call Gilligan

Joseph Michael John Gilligan of M-G-M's publicity department here is the first M-G-M employee to be called up for the Korean war, the office announces. A member of the Marine Reserve, Gilligan received orders yesterday to report Sunday at Oceanside, Cal.

Essaness Names Kosiner

Harry Kosiner has been retained by Essaness Pictures to act as national representative on the handling of "711 Ocean Drive," which Columbia is distributing.

Kaufman in M-G-M Post

ALBANY, N. Y., Aug. 1.—Ben Kaufman, formerly with United Artists and Universal, has been appointed by M-G-M has exploitation representative for the Albany and Buffalo districts. He succeeds Floyd Fitzsimmons, who has been assigned to Boston.

Newsreel Parade

FIGHTING in Korea and the crisis in Belgium are among the current newsreels highlight. Other items include the new bazooka, sport thrills and fashion. Complete contents follow:

MOVIETONE NEWS, No. 62—Korean crisis. Tank killer. Australian aid pledged. Navy and Marine maneuvers. Guided missile fires rocket. Outing for orphans. King Leopold abdication. Sport

NEWS OF THE DAY, No. 25—Korean combat. Canadian planes. Super-bazooka. Australian Premier Menzies pledges aid. Baby elephant. Baseball. Riots in Belgium.

PARAMOUNT NEWS, No. 99—Crisis in Belgium. Hat fashions on parade. Fighting in Korea. News from the world of sports: regatta in California.

TELENEWS DIGEST, No. 31-A—War in Korea. Super-bazooka. Blood drive launched. Bernard Baruch hits rising prices. Crisis in Belgium. Steeplechase thrills.

UNIVERSAL NEWS, No. 374—The crisis in Korea. A message from Cardinal Stritch. Super-bazooka. Fur fashions. Sports: Boat race, rodeo.

WARNER PATHE NEWS, No. 101—Korean crisis. Camera gun. Super-bazooka. Belgium crisis. President Truman and boys. Premier Menzies pledges aid. Arthur Godfrey on vacation. Auto crash. Fashions.

'Edge of Doom' In Astor Premiere Here

Civic and spiritual leaders and personalities from the entertainment and business worlds will be in the audience at the Astor Theatre here tonight for the world premiere of Samuel Goldwyn's "Edge of Doom," being released by RKO Radio.

Following the pattern set by the premiere a week ago at the Victoria Theatre here of Goldwyn's "Our Very Own," the proceeds of the premiere will go to the New York Foundling Hospital. The proximity of the two Times Square theatres and the closeness of the premieres caused the pictures' promoters to identify the event with the slogan "Times Square becomes Goldwyn Square."

48-Page 'Black Rose' Pressbook Is Ready

As a basis for an elaborate national advertising, exploitation and publicity campaign on "The Black Rose," 20th Century-Fox is distributing to exhibitors this week a 48-page pressbook, the largest issued by the company in years.

The company describes the new pressbook as including a fashion promotion package, a detailed account of campaigns co-inaugurated by 20th Fox and various manufacturers, a "small town" section, and a wide variety of ads, accessories and posters.

L. & M. Booking Lamont

ALBANY, N. Y., Aug. 1.—Liggett and Florin of New York are now buying and booking the seven Harry Lamont drive-ins and one indoor theatre. It is the first time Lamont has not done his own buying. His houses are in the Albany district.

Nine-Cent Admission

ALBANY, N. Y., Aug. 1. — Ned Hellman has introduced a summer admission price of nine cents for children at his local Royal Theatre.

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Cowan to Report on Three-Dimensional Progress to Board

Board of directors of Cinema Productions, Inc., formed by a group of independent circuit operators to produce third-dimensional films, will meet here on Monday to hear a report by Lester Cowan on progress with his first production for the company.

Cowan is due in at the weekend from Hollywood where he was to arrange for casting the picture which will be made in New York. M. A. Lightman, head of Malco Theatres, Memphis, is president of the company.

12 Finish, Eight Started on Coast

HOLLYWOOD, Aug. 1.—The production tally dropped four points this week, for a total of 28. Eight pictures were started, while 12 were completed. Started were: "Mr. Imperium," "Three Guys Named Mike," Metro-Goldwyn-Mayer; "Hot Rod," Monogram; "Under Mexicali Stars," Republic; "Footlight Varieties," RKO Radio; "Mystery Submarine," Universal-International; "The Enforcer," "Only the Valiant," Warner Brothers. Completed were: "Prairie Roundup," "Revenue Agent," "Texans Never Cry," "The Tougher They Come," Columbia; "Mr. & Mrs. Anonymous," Paramount; "Fighting With Kit Carson," "Rio Bravo," Republic; "Double Deal," "Saddle Legion," RKO Radio; "Smuggler's Island," Universal-International; "Breakthrough," "Rocky Mountain," Warner Brothers.

New Masterpiece Pictures Formed

NEW ORLEANS, Aug. 1.—A corporation for the distribution of Masterpiece Pictures has been formed in the state of Louisiana. The officers are Eugene J. Lillis, president; Milton Dureau, vice-president and general manager, and E. H. Lillis, secretary and treasurer, all New Orleanians. Operations started yesterday.

Mamie Lass will be office manager, which position she formerly held with Film Classics. Dureau was former manager of Film Classics here.

Geo. Eastman House Gets $50,000 Gift

ROCHESTER, Aug. 1. — A gift of $50,000 to the George Eastman House has been made by George H. Clark, retired Rochester industrialist, and will be used to construct a special hall in memory of his father, the late Brackett H. Clark, one of the original investors in and a past director of Eastman Kodak. The hall will house displays of old and new photographic manufacturing processes.

Install New Video Link

KANSAS CITY, Aug. 1.—Installation of a 208-mile underground coaxial cable for television has been completed from Omaha to Kansas City, it has been announced here by the Southwestern Bell Telephone Co. Relay of network television here from the East is scheduled to begin Sept. 30.

Reviews

"No Way Out"

(20th Century-Fox)

HAVING explored the problem of "passing-for-white" in his penetrating "Pinky," Darryl F. Zanuck now turns to another phase of the complexities confronting the American Negro. "No Way Out" deals with a Negro doctor in a predominantly white community and tells his story in terms of smashing force.

This is a frank and bold film, never hesitating to incorporate in the dialogue many of the reprehensible and degrading allusions which are the stock in trade of the anti-Negro. It also is a film which does not solve the problem it poses, nor at any point does it so seek. The purpose here appears to have been to establish dramatic impact and emotional excitement by plot, performance and movement. If the lesson which it nevertheless cannot help point up should linger, the attraction then will become doubly worthwhile.

The pivotal character is Dr. Luther Brooks, young Negro interne at a county hospital in a large city. His friend and mentor is Dr. Wharton, head of the medical staff. The story, really a combination of gangster melodrama and social drama, gets under way when a hoodlum dies from what is diagnosed and treated as a brain tumor by the Negro physician. But Ray Biddle, tough, Negro-hating hoodlum, assumes Brooks actually murdered his brother through inexperience and inefficiency.

This sets in violent and eruptive motion the chain of circumstances which leads to a race riot in which a band of Negroes, forewarned of an attack fomented by Biddle with his henchmen, worsts the white lawbreakers. The county hospital fills with the injured and dying, white and Negro. Brooks suffers indignities while attending his duties and eventually gives himself over to the police on a confessed murder charge. This turns out to be his method of forcing an autopsy of the dead hoodlum's body after efforts at securing family permission from Biddle fails. The official autopsy proves Brooks' diagnosis correct and the charge consequently is dismissed. But, by this time, Biddle has whipped himself up into an avenging crusade. He escapes his guard, seizes his revolver, forces Edie, the dead man's former wife, to bring Brooks to what is planned as the scene of his own murder. Biddle almost carries it off, but fails. The crowning irony finds Brooks treating Biddle for a gun wound of the leg as the police arrive and cart him off to jail.

The story, written by Joseph L. Mankiewicz and Lesser Samuels from the latter's original story idea, is joined together with considerable expertness. It has believability, tautness, dramatic strength and sustaining power. It plunges into the racism with which it deals without compromise. Openly, it stresses the prejudices which are known to prevail against the Negro. Avowedly, it makes the Negro doctor the hero. This treatment thus becomes a clear marker of this film's essential integrity and, as such, must be regarded by all socially conscious individuals as a forceful document regardless of how it may outrage their susceptibilities.

Mankiewicz not only was co-author of the script but also director—understandingly, bitingly, powerfully. Sidney Poitier, out of the American Negro Theatre, plays Brooks with honest and unaffected distinction and simplicity. Widmark is Biddle, and a more despicable character would be difficult to conjure up. Stephen McNally is the sympathetic Dr. Wharton. As Edie, Linda Darnell is first class and once more demonstrates increasing understanding as a dramatic actress. Others in the long cast, Negro and white, perform with competence.

Running time, 146 minutes. General audience classification. No release date set.

RED KANN

"I Shot Billy the Kid"

(Lippert) *Hollywood, Aug. 1*

THE latest version of the life and death of Billy the Kid has all the standard elements of outdoor action drama—hard riding, plenty of gunplay and fisticuffs, and some portions of romance.

The story, however, has taken on the charmlessness of the too familiar. And even the avowedly original screenplay by Orville Hampton, the occasionally spirited pace set by producer-director William Berke and the best Billy the Kid manners of actor Donald Barry don't succeed in bringing the well-worn character and his exploits new life or interest.

One credit may be given the film in that it departs from the customary heroic buildup and presents Billy, for the most part, as a bad boy and a ruthless killer. An effort at narrative presentation by Pat Garrett, the sheriff who ended Billy's career of crime, adds a note of realism to the proceedings, which start with the Lincoln County war between the McSweens and Murphys, takes Billy the Kid off on his own reign of terror throughout New Mexico and ends with his just deserts. There's a batch of shotings, imprisonment, a jail break, more shootings and a number of romantic intervals with a pretty senorita.

Running time, 57 minutes. General audience classification. Release date, July 27.

Astor Office in Memphis

Jenkins and Bourgeois, operators of Astor Pictures in Dallas, have opened an office in Memphis, it is announced here by R. M. Savini, Astor president. The new office, which took over the former Film Classics quarters and fixtures, will be managed by John Jenkins. Mrs. Mary K. Baker will serve as booker, and Eugene Boggs will head the sales department.

Gravitz Becomes Manger

Philip Gravitz, acting manager of M-G-M's New Haven branch, has been named manager there, succeeding the late Harry Rosenblatt.

Cleveland Tent to Golf

CLEVELAND, Aug. 1. — The annual Variety Club golf tournament has been set for Aug. 14 at the Lake Forest Country Club.

Levy Warns on 'Bank Night'

The Minnesota Supreme Court's recent ruling that theatre "bank nights" did not violate the state's lottery statute is viewed by Theatre Owners of America general counsel Herman M. Levy as "a very favorable decision for those exhibitors in Minnesota who wish to operate 'bank night'," but the attorney admonishes that "it is important for exhibitors elsewhere to keep in mind that the decision is not a blanket license for them" to conduct the activity.

Levy expressed his views in a digest of the Albert Lea Amusement Corp. case against Freeborn County Attorney Rudolph Hanson. Plaintiff Albert Lea Amusement won the Supreme Court ruling on an appeal of a lower court decision which held that the game was a violation of the lottery statute.

Levy pointed out that: "All that the Minnesota court decided was that the manner in which the plaintiff theatre owner operated 'bank night' was not a lottery, and hence not a violation of the Minnesota statute prohibiting lotteries. Even under the same set of facts and under the same or a similar statute other state supreme courts may not agree with the Minnesota one."

Form Bank Night Unit

MINNEAPOLIS, Aug. 1. — Following the recent ruling of the Minnesota Supreme Court that bank night is legal in this state, Theatre Co-Op, Inc., has been formed to distribute the copyrighted bank night plan in the Minneapolis zone. T. A. Burke has been named president.

Secrest Manager of RMTA, Geddes Quits

WASHINGTON, Aug. 1.—James D. Secrest, director of public relations for the Radio-Television Manufacturers Association since 1945, has been appointed RTMA secretary and general manager, succeeding Bond Geddes who is retiring after 23 years with the association. Geddes will serve as a consultant.

Meanwhile, announcement was made in New York that Ralph R. Batcher, electronic consultant, will succeed L. C. F. Horle as chief engineer and head of the data bureau for RTMA.

Conn. MPTO Outing Set

NEW HAVEN, Aug. 1.—The annual outing and golf tournament of the Motion Picture Theatre Owners of Connecticut will be held at the Race Brook Country Club at Orange, Conn., on Aug. 15. George H. Wilkinson of Wallingford and Albert M. Pickus of Stratford are co-chairmen.

Mexican Bank Reports

MEXICO CITY, Aug. 1. — Loans, credits and discounts, totaling $1,775,346 have been granted by the Banco Nacional Cinematographico, semi-official industry bank, according to its latest balance sheet.

Atlanta House Reopens

ATLANTA, Aug. 1.—The new Buckhead Theatre here, owned by the Al-Dun Amusement Co., West Point, Ga., has re-opened following the installation of air conditioning.

STAMPED
WITH
BOX-OFFICE
Booking Hints
For Today!

FROM VARIETY'S PICTURE GROSSES (Issue July 26th)

"THREE LITTLE WORDS" (Technicolor)

"Nifty in Los Angeles" (first engagement).

"DUCHESS OF IDAHO" (Technicolor)

"Duchess is amassing the top gross nationally." "Duchess drawing heavy biz in Washington, D.C." "Duchess in Boston getting best play. Leading town." "Pittsburgh Duchess Big." "Great at Seattle." "Sparks Buffalo. Setting the pace." "Hep Duchess drawing very well in Baltimore." "Solid in Louisville." "2nd week holding up well in Indianapolis."

"CRISIS"

"Among new pictures nationally that hypo biz, good to great returns is 'CRISIS.' Pacer in Chicago. Big in Philly."

"ANNIE GET YOUR GUN" (Technicolor)

"Continues to top the long run holdovers nationally." "Tenth Week, New York. Still Big." "Omaha, smash and hold-over." "Opened to sock biz in Minneapolis." "Annie 4th week big and holding in Denver." "Fine in Detroit. Holding up well in 4th week." "3rd week good in Cincinnati."

"FATHER OF THE BRIDE"

"3rd week Boston neat." "Cincinnati is wowing for lead. Holds." "3rd week good in Pittsburgh." "2nd week in Washington, D.C."

★ ★ ★

EXTRA AT PRESS TIME! "THREE LITTLE WORDS" OPENINGS BIG!

Binghamton, N. Y. beats "Father of Bride." Kansas City opening tops "Annie Get Your Gun" and "Battleground." First 12 cities terrific! Watch!

Current and Coming: "SUMMER STOCK" (Technicolor) • **"A LIFE OF HER OWN"** • **"ASPHALT JUNGLE"** • **"STARS IN MY CROWN"** • **"KING SOLOMON'S MINES"** (Technicolor) • **"THE NEXT VOICE YOU HEAR..."** and many more!

Mexican Bill Would Force Better Films By Federal Edict

MEXICO CITY, Aug. 1. — Amendments to Mexico's governmental industry code, formulated and passed last year, are being drafted to favor the production of documentaries and to make mandatory the featuring of Mexico's "spiritual values" in all films.

The measure is being prepared by legislature's Cinematographic Affairs Committee, under the chairmanship of Luis Cruz Manjarrez, and is designed to implement the oft-expressed desire of President Miguel Aleman that Mexican producers make fewer pictures of better quality.

The action was initiated by the request of Andre Serra Rojas, head of the semi-official film industry bank, who has urged that producers make at least five top films annually designed for export and to establish the prestige of Mexican productions.

Administration of the amendments, as of the governmental code, would be carried out by the National Industry Commission working in cooperation with the industry bank.

War Scare Drives Director from Vienna

VIENNA, Aug. 1.—Irving Reis, who was to have directed "The Magic Face," a film about Hitler scheduled to start shooting here last week, left this city on July 24, leaving word that his anxiety about "the war situation" prevented him from keeping his mind on the picture.

Reis took only one suitcase with him, according to his associates, and has not been heard from except for a telegram announcing his departure. Mort Briskin, co-producer, has engaged Frank Tuttle, Hollywood director vacationing in Paris, to complete the film and has announced he will bring charges of contract violation against Reis through the Screen Directors Guild.

SRO Lay-Offs

(*Continued from page* 1)

John Howard at West Coast distribution headquarters in Los Angeles. All other field sales executives were given their notices two weeks ago, effective last Saturday, it is learned.

No successor to Reiner has been named, leaving in doubt the future of the department recently created by SRO for acquisition of foreign films for distribution here. Reiner, former Latin American sales chief for SRO, was called home about a month ago to head the newly created department.

SRO currently has little more than "The Third Man" in release and that is nearing liquidation. Indications are that new Selznick product, such as "Gone to Earth," may be distributed through a major company, but efforts to reach Deneau for comment were unsuccessful. Considerable executive pruning preceded the current move by about a month, when Daniel T. O'Shea resigned as president of Selznick's Vanguard Films; Robert Gillham as advertising-publicity director of SRO, and several heads of departments were let out. Field sales executives no longer with the company include Sam Horowitz, Chicago; Henry Krumm, New Orleans, and Joseph Marks, Canada.

Review

"The Old Frontier"

(Republic)

MONTE HALE proves himself a quick man with his fists and his guns in "The Old Frontier." The film is a Western in the standard mold and as such fulfills the needs of its category.

The plot puts Hale, a marshal, into action against a gang of gold-grabbing outlaws. The criminals commit an assortment of crimes. When one of their group is caught, they kill him in order that he may not talk. What is worse they allow the blame for the murder to fall on William Henry, the town doctor.

In time Hale sees to it that justice triumphs but before accomplishing this he goes through a series of close calls. Others in the cast are Tristram Coffin, a crooked lawyer; William Henry, a grizzled aide to Hale; and Claudia Barrett, a pretty ornament. Melville Tucker was associate producer and Philip Ford directed from the screenplay by Bob Williams.

Running time, 60 minutes. General audience classification. Release date, July 29.

MANDEL HERBSTMAN

NY 1st-Run Income

(*Continued from page* 1)

$34,000, representing good business for the 1,100-seat house. Drawing strong income is "All Quiet on the Western Front," re-issue, at the Park Avenue where the initial week's gross is figured at $11,500.

'Arrow' in Final Week

"The Men" with the stage presentation at the Music Hall has about $120,000 in view for the second week, which is moderate. It stays until Aug. 10 when "Sunset Boulevard" bows in. "Broken Arrow" with the Andrews Sisters and the ice revue on stage at the Roxy is fair enough with $70,000 apparent for the second and final week. The Roxy's next will be "Panic in the Streets," due on Friday.

"The Underworld Story" figures to draw about $11,000 in a moderate first week at the Rivoli. "Mutiny on the Bounty" and "A Day at the Races" promises a profitable take of $15,000 in the re-issue combination's fourth week at the Globe.

'Irma' at Para. Today

"711 Ocean Drive" with Louis Jordan's Tympany Five, the Fontane Sisters and Bob Chester's orchestra on stage has about $63,000 indicated for a good second and final week at the Paramount. It will be replaced today by "My Friend Irma Goes West." "Duchess of Idaho," with Bert Wheeler, Toni Arden and Sonny Denham's orchestra on stage at the Capitol, should do about $38,000 in a somewhat slow second and final week. Next at the Capitol will be "A Lady Without Passport," due in tomorrow.

"Destination Moon" is continuing at a good clip at the Mayfair where the fifth week's take is estimated at $17,000. "Flame and the Arrow," with Jane Pickens and Buddy Lester among others on stage, is likely to provide the Strand with about $25,000 in its fourth and final week. "Kiss Tomorrow Goodbye" will open at the Strand tomorrow. "Annie Get Your Gun" is still getting by at the State where the 11th week's income is estimated at $13,000, which is on the profit side. "Annie" stays until Aug. 9 when "Three Little Words" opens.

New Baltimore House

BALTIMORE, Aug. 1. — Baltimore's newest motion picture theatre, the Northwood, with a seating capacity of 1,140 persons, will open Aug. 5. It has been erected by the Northwood Theatre Corp. of which Joseph C. Grant is president, to serve the new Northwood redential community. Grant owns two other houses in Baltimore.

Talk Overseas Plan

(*Continued from page* 1)

any definite liaison arrangement would emerge from the meeting was not known.

State Department spokesmen emphasized that the meeting was on the initiative of the producer groups, speaking of it as a sequel to the spring trip to Hollywood by Assistant Secretary of State Edward W. Barrett.

Present in addition to Barrett and Howland Sargent and Herbert Edwards of the State Department were Francis Harmon, representing MPA and Motion Picture Industry Council, and Robert J. Rubin, representing SIMPP. Independent Motion Picture Producers Association was also invited to send a spokesman, but was unable to do so, and has instead pledged cooperation.

Under discussion, said the State Department, were "matters of mutual interest," with some idea that a permanent industry committee to work with the truth campaign might be formed.

Earlier Harmon met with Presidential Adviser John Steelman and Security Chief W. Stuart Symington, pledging MPA support in the mobilization effort.

Tent 35

(*Continued from page* 1)

Since some crew members were not present at Monday night's meeting and since Heart activities must be approved unanimously, absent members will be polled in the meantime to make the crew's action unanimous.

Setting of a budget and other details for the project will await the September membership meeting, according to Max A. Cohen, chief barker of Tent 35. Variety Clubs International has been aiding in maintaining the hospital which cares for members of the entertainment industry in need of its facilities.

Para. Sells Another, Fire Closes a Second

NEW ORLEANS, Aug. 1. — Paramount Gulf Theatres has sold the Winona Theatre at Winona, Miss., to E. W. Clinton, exhibitor of Monticello, Miss. He also owns theatres in Georgetown and Summerall, Miss.

The Majestic at Shreveport, La., operated by Paramount Gulf Theatres is closed temporarily due to a fire.

Sunday Show Vote

CLEVELAND, Tenn., Aug. 1. — The city commission has authorized a referendum on Sunday shows for Aug. 5.

ELC Merger Talks Continue This Week

William C. MacMillen, Jr., president of the *de facto* Eagle Lion Classics, said here yesterday that while there is no change in the merger status of Eagle Lion and Film Classics, he hopes that meetings to be held this week with Joseph Bernhard, FC president and ELC board chairman, will result in the finalizing of the consolidation.

MacMillen pointed out however, that he has had that same hope previous to other similar meetings, to no avail. The hitch in the negotiations revolves around FC's indebtedness and producer commitments.

ELC Line-Up

(*Continued from page* 1)

wood are available for sale to whomever makes an acceptable offer, reported that no deal has been closed. He said the studios' sound stages are now being used by Jack Schwarz Productions, which is making 10 pictures for ELC release before the end of the year.

MacMillen listed the five forthcoming major productions as follows: "Full Circle," starring Ray Milland, produced by Joan Harrison and David Rose, directed by Jacques Tourneur, August filming and December delivery; a $1,000,000 untitled Technicolor film to go into production in India in September, starring Sabu; "The Kid from Mexico," starring Mickey Rooney, produced by Ben Bogeaus, filming to start early in December; "Rogue River," starring Rory Calhoun and Guy Madison, produced by Ventura Pictures in Cinecolor, for September delivery, and an untitled Huntington Hartford production of three short stories.

Two other features, MacMillen said, are in the editing stage for fall delivery: "Prehistoric Women," produced by Albert J. Cohen, and "Sunken Treasure," a William Burkett Cinecolor production.

Writer Sues Univ. On 'Winchester 73'

HOLLYWOOD, Aug. 1. — Stuart N. Lake, writer, sued Universal in Superior Court here for $400,000, asserting he gave the studio his story, "Winchester 73," in 1946 on agreement his name be used as author if they obobtained publication of it and that he be paid half the revenue derived from publication.

He charges the studio obtained publication in *Movie Stories*, but did not use his name and paid him nothing. He asks $50,000 as his share of the revenue, $100,000 for mental anguish and $250,000 for omitting credit to him.

Close 2,150-Seat House

CINCINNATI, Aug. 1. — The 2,150-seat Shubert Theatre, one of the houses which the Greater Cincinnati Theatre Co. acquired from RKO when the circuit disposed of some of its local operations under the government consent decree, has been closed for the summer, "because the present condition of business does not justify keeping the theatre open," according to Col. Joseph F. Goetz, manager.

Brandt, RKO

(Continued from page 1)

share for the 929,020 shares of RKO Theatres stock to be issued to Hughes when the parent corporation's reorganization plan is completed on Jan. 1. The total payment is approximately $8,000,000 for the stock which represents 24 per cent of the full ownership, and control of the theatres.

Financing has been set with the New York banking firm of Kuhn, Loeb & Co., which will float a bond issue to cover the purchase.

Meanwhile, observers say they feel that the overall deal has progressed to such an extent that its actual consummation must be regarded as a virtual certainty. However, there was some speculation on the position of Atlas Corp., headed by Floyd Odlum which acquired first-refusal rights on the Hughes stock when he purchased it from Atlas in 1948.

This arrangement gave Atlas the right to meet any offer made to Hughes by a third party. The position believed to have been taken by Hughes is that Atlas lost this right when proposals made some time ago by a group including Matthew Fox and Cliff Work were made known to Atlas and the latter took no action on the matter.

Hamilton Heads Local 38

DETROIT, Aug. 1.—L. B. Hamilton of the United Artists Theatre has been elected president of IATSE Local No. 38, succeeding Clyde Adler. George Jennings of the Eastown Theatre and Dennis Allen of the Regent were elected vice-presidents.

Sees Upbeat in Business

(Continued from page 1)

partner, they have been extremely valuable to us and I feel more than ever that Universal is most fortunate to have this affiliation with the Rank Organization. I refer to its cooperation not only in Great Britain but throughout the world."

Blumberg believes that COMPO eventually will be operating on a worldwide basis, and while in England he talked with many industry leaders about "the spirit of COMPO" and its capacity for "strengthening unity in our business."

He added succinctly: "Nothing can stop COMPO."

Predicts 'Art' Theatres Growth

So successful are the operations today of American "art" houses—which Blumberg prefers to define as "specialized theatres" — that in another year the present 850 will mushroom into 1,500 to 2,000, in the Universal president's opinion.

Universal channels a portion of the Rank product it imports into these specialized theatres. However, Blumberg explained, the company's policy in this regard is guided by the nature of individual imports, and he intimated that it is not uncommon for Universal to turn over to "art" houses pictures which originally were intended for regular U. S. theatres, and vice versa.

Among the Rank pictures Universal will release here soon, according to Blumberg, are: "Morning Departure" and "Madness of Heart." He said "Hamlet" will go into general release here in the fall. He reported that although no specific deals were closed during his trip "any producing we will do in Britain will be done jointly with Rank." Such possible deals, he added, are in the talking stage at present, and "one or two may come out of the hat."

Attended 37 Meetings

Al Daff, Universal foreign department chief who sat in on the interview, reported that while in England, Scotland and Europe, Blumberg participated in 37 meetings with Universal European managers, European and British exhibitors and distributors as well as with Rank and his principal aides. Daff described the tour as "the most comprehensive conducted by anyone from New York," including company presidents.

Blumberg observed that exhibitor problems are the same around the world, and that the theory that "what is good product for foreign markets is not good for domestic doesn't add up."

Universal's business is good everywhere, Blumberg said, and he hinted that highly favorable financial reports will be forthcoming. The company's net for the year ending next Oct. 31 reportedly may exceed $1,000,000.

In reply to reporters' questions, Daff reported that the U. S. distributors are getting dollars out of Formosa, Hong Kong, Manila, Malaya, Indonesia, India and Siam.

US-UK Pact

(Continued from page 1)

provision, advanced during the first negotiations in May, which was to apply in the event American participation in production here in the future did not equal that of the 1948-'49 period.

The American companies, however, will give assurances of reasonable production activity and participation and may eleminate their practice of requiring programs to be made up of two American features and prohibiting booking of an American picture in support of a British picture.

Elucidation of details of the agreement reached in principle may take another three or four weeks, according to Eric Johnston, Motion Picture Association of America president. Johnston will announce details of the agreement to the press here tomorrow, while Ellis Arnall, president of the Society of Independent Motion Picture Producers, and James A. Mulvey, president of Samuel Goldwyn Prod., the other American negotiators, left here by plane today and hope to be able to make a simultaneous announcement to the press in New York tomorrow.

Johnston and his aide, Joyce O'Hara, are scheduled to leave here by plane for New York tomorrow to report subsequently to the MPAA board of directors on the agreement.

New Jersey Tax

TRENTON, Aug. 1.—Gov. Alfred E. Driscoll has signed legislation to put a five per cent state tax on sales on television, radio and motion picture rights to boxing and wrestling shows.

PARAMOUNT TRADE SHOWS

Aug. 8 thru Aug. 25

• • •

"DARK CITY"

A HAL WALLIS PRODUCTION

Introducing

CHARLTON HESTON

and starring

LIZABETH SCOTT

VIVECA LINDFORS

DEAN JAGGER

DON DeFORE

Directed by WILLIAM DIETERLE

Screenplay by John Meredyth Lucas and Larry Marcus

Adaptation by Ketti Frings

From a Story by Larry Marcus

CITY	PLACE OF SCREENING	DATE	TIME
ALBANY	FOX SCREENING ROOM, 1052 Braadway	AUG. 8	7:30 P.M.
ATLANTA	PARAMOUNT PROJ. RM., 154 Walton St., N. W.	AUG. 25	10:30 A.M.
BOSTON	PARAMOUNT PROJ. RM., 58 Berkeley St.	AUG. 8	2:00 P.M.
BUFFALO	PARAMOUNT PROJ. RM., 464 Franklin St.	AUG. 8	2:00 P.M.
CHARLOTTE	PARAMOUNT PROJ. RM., 305 S. Church St.	AUG. 8	10:00 A.M.
CHICAGO	PARAMOUNT PROJ. RM., 1306 S. Michigan Ave.	AUG. 18	11:00 A.M.
CINCINNATI	PARAMOUNT PROJ. RM., 1214 Central Pkwy.	AUG. 8	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. RM., 1735 E. 23rd St.	AUG. 14	2:00 P.M.
DALLAS	PARAMOUNT PROJ. RM., 412 S. Harwood St.	AUG. 23	2:30 P.M.
DENVER	PARAMOUNT PROJ. RM., 2100 Stout St.	AUG. 8	2:00 P.M
DES MOINES	PARAMOUNT PROJ. RM., 1125 High St.	AUG. 8	1:00 P.M.
DETROIT	PARAMOUNT PROJ. RM., 479 Ledyard Ave.	AUG. 16	2:00 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. RM., 116 W. Michigan St.	AUG. 8	2:00 P.M
JACKSONVILLE	FLORIDA THEA. SCREEN. RM., Florida Thea. Bldg.	AUG. 8	7:30 P.M.
KANSAS CITY	PARAMOUNT PROJ. RM., 1800 Wyandotte St.	AUG. 21	3:00 P.M.
LOS ANGELES	PARAMOUNT PROJ. RM., 1613 W. 20th St.	AUG. 8	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. RM., 362 So. 2nd St.	AUG. 8	2:30 P.M.
MILWAUKEE	PARAMOUNT PROJ. RM., 1121 No. 8th St.	AUG. 8	2:00 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. RM., 1201 Currie Ave.	AUG. 8	2:00 P.M.
NEW HAVEN	PARAMOUNT PROJ. RM., 82 State St.	AUG. 8	2:00 P.M.
NEW ORLEANS	PARAMOUNT PROJ. RM., 215 So. Liberty St.	AUG. 8	10:30 A.M.
NEW YORK CITY	PARAMOUNT PROJ. RM., 1501 B'way (9th Fl.)	AUG. 8	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. RM., 701 W. Grand Ave.	AUG. 8	1:00 P.M.
OMAHA	PARAMOUNT PROJ. RM., 1704 Davenport St.	AUG. 8	1:00 P.M.
PHILADELPHIA	PARAMOUNT PROJ. RM., 248 No. 12th St.	AUG. 10	2:00 P.M.
PITTSBURGH	PARAMOUNT PROJ. RM., 1727 B'v'd af Allies	AUG. 8	2:00 P.M.
PORTLAND	PARAMOUNT PROJ. RM., 909 N.W. 19th Ave.	AUG. 8	2:00 P.M.
ST. LOUIS	PARAMOUNT PROJ. RM., 2949 Olive St.	AUG. 22	1:00 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. RM., 270 E. 1st Sa. St.	AUG. 8	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. RM., 205 Galden Gate Ave.	AUG. 8	2:00 P.M.
SEATTLE	PARAMOUNT PROJ. RM., 2330 First Ave.	AUG. 8	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. RM., 306 H St., N.W.	AUG. 11	3:00 P.M.

soon

no way out

a Twentieth Century-Fox picture

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 23 NEW YORK, U.S.A., THURSDAY, AUGUST 3, 1950 TEN CENTS

Bonus Provisions Boost New British Remittances

Individual Companies Participating in Production or Distribution of British Films Draw Bonus Over $17 Million Share

The new remittance agreement with Britain reached in principle in London on Tuesday provides for convertibility of $17,000,000 during the year starting next Oct. 1, which may be augmented under bonus provisions in any of several ways, it was disclosed simultaneously here and in London yesterday.

The bonus provisions, details of which are being worked out, provide for the availability of additional remittable dollars by the following means:

American expenditures on film production in Britain;

Expenditures for the purchase of American distribution rights to British-made films, and,

Earnings of British-made films distributed here by American companies.

Conversions in excess of $20,000,000 are seen possible under the plan.

The new bonus provisions replace the so-called "B pool" arrangement

(Continued on page 3)

Complications Delay Brandt-RKO Closing

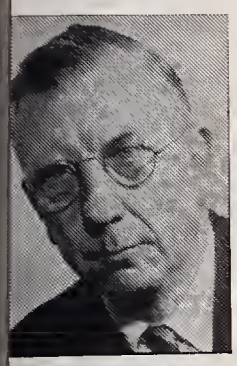
Complications reportedly entered the closing stages yesterday of the deal by which Harry Brandt's Trans-Lux Theatres would acquire Howard Hughes' 24 per cent controlling stock interest in RKO Theatres following divorcement next Jan. 1, resulting in delay in the deal.

The complications were said to be more time-consuming than insurmountable, with the result that the closing which was originally expected yesterday or today, now appears to be deferred for a longer period.

C. J. Scollard Is Named U.A. Executive V-P

Harry Buckley Out as New Board Cuts Rolls

C. J. (Pat) Scollard, widely known throughout the industry, was elected executive vice-president of United Artists at a lengthy meeting of the company's new executive committee here yesterday.



C. J. Scollard

Scollard's appointment was effective immediately and he becomes second in command under Frank L. McNamee, president. Scollard resigned from Paramount recently after 11 years with the company in executive capacities.

The day's developments under the new UA regime also saw the termi-

(Continued on page 4)

Court Permits FC To File Suit vs. EL

New York Supreme Court Justice Charles Breitel yesterday signed an order permitting Film Classics creditor assignee Irving Kaufman to file suit against Eagle-Lion and its parent company, Pathe Industries, if he should choose to do so if the long-standing negotiations for the merger of the two companies completely collapse.

Kaufman said yesterday that his

(Continued on page 4)

Horwits Succeeds to AMPP Publicity Post

HOLLYWOOD, Aug. 2.—Universal-International's Al Horwits today succeeded Norman Siegel of Paramount as chairman of the studio publicity directors committee of the Association of Motion Picture Producers in accordance with a rotating chairmanship policy.

The committee's regular meeting also unanimously passed a resolution expressing thanks to Arch Reeve for his nine years' service as secretary of the committee. Reeve resigned recently.

Snyder Holds Door Open for Industry Tax Fight in '51

WASHINGTON, Aug. 2.—The door was left open by Treasury Secretary John Snyder today for a new drive next year to reduce the admissions tax.

In testimony before the Senate Finance Committee, Snyder said that while the excises should remain at their present levels for this year the Administration is not determined that there be no readjustment of the taxes when a comprehensive new tax program is written—perhaps next year.

The House Ways and Means Com-

(Continued on page 4)

Laud Films' Quality; U's 'Louisa' Cited

The industry was cited here yesterday for raising the general level of entertainment and reflecting a true expression of the best in American family life at a luncheon of the New York City Federation of Women's Clubs at Club 21.

On the occasion a special plaque was presented to Universal-International in recognition of its production, "Louisa," and a scroll was presented to the Motion Picture Association of America in behalf of the industry.

Presentation was made by Claire M. Senie, president of the local Federation on behalf of its 250,000 mem-

(Continued on page 4)

Ruling Keeps Woods In Essaness Fold

CHICAGO, Aug. 2.—Essaness will continue to operate the Woods Theatre here in consequence of a decision handed down in its favor today by

(Continued on page 4)

New British Agreement May Be the Last, Johnston Believes; Sees Open Market

London, Aug. 2.—The possibility that upon conclusion of the new British remittance agreement on Oct. 1, 1951, the American film industry may be able to enter into a pact with the British government guaranteeing a free exchange of films, unfettered by taxes, quotas or other restrictive measures, was voiced by Eric Johnston, Motion Picture Association of America president, at his press conference here today.

Johnston said that he and Harold Wilson, president of the Board of Trade, with whom the new remittance agreement was negotiated, are agreed that such should be the ultimate aim.

Johnston added that when the new one-year agreement expires, Britain likely will have overcome its dollar problem, thereby making such a pact possible. He predicted that it would come into being within "measurable time."

$200-Million UFA Firm on the Block

FRANKFORT, Germany, Aug. 2.—Auction of the UFA film enterprise, valued at $200,000,000, has been ordered by the Allied High Commission as the best way of breaking the old Nazi film monopoly and opening the industry to free competition.

Holdings by UFA include three studios, 40 West German theatres, an equipment company, patents and the

(Continued on page 4)

Atlas Reports Profit, Lists Industry Stocks

Net income and security profits of $11,551,994 are reported by the Atlas Corporation, an investment company headed by Floyd B. Odlum, for the six month period ending June 30.

Among industry securities listed in the Atlas investment portfolio are Walt Disney Prod. bonds valued at $308,550; 93,050 shares of Disney common stock valued at $558,300; 25,000 Paramount Pictures shares valued at $465,625; 25,000 United Paramount Theatres shares valued at $409,375 and Motion Picture Capital Corp. shares valued at $225,000.

Personal Mention

JONAS ROSENFIELD, JR., 20th Century-Fox advertising manager, will address managers of the Pioneer Theatre circuit today at Carroll, Iowa, on the "new look" in motion picture advertising.

•

MAURICE N. WOLF, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will appear before the Rotary club of Marlborough, Mass., today, followed by other Rotary appearances at Claremont, N. H., Newport, N. H., St. Johnsburg, Vt., and Laconia, N. H., in the coming two weeks.

•

BEDE SULLIVAN, son of GAEL SULLIVAN, Theatre Owners of America executive director, is working as an usher at the Majestic Theatre, Providence, during the summer.

•

WILLIAM SHELTON, AFE Films managing director, will sail from here for France today on the *S.S. Ile de France.*

•

JUDD BERNARD, publicity representative for Stanley Kramer Prod., has left here for Chicago.

•

RAY F. CREWS, manager of Westrex's Indian subsidiary, has returned here for conferences.

R. Gayne Dexter, Ill, Leaves London Post

R. Gayne Dexter, Warner advertising-publicity director in London, has resigned because of ill health. His duties are being taken over by Jack Francis and John Hunter. Francis will be in charge of advertising and publicity.

Goetz Resumes War Post

CINCINNATI, Aug. 2.—Colonel Joseph F. Goetz, U. S. Air Force chief coordinator of motion pictures and entertainment, who reverted to civilian status last September to assume management of the Capitol and Shubert Theatres here, will resume active service Aug. 21. After 15 days in the Pentagon in Washington, he will fly to Hollywood to arrange for talent for stage shows in the Korean war zone and emergency centers, following which he will return here.

To Reopen Aug. 10

BUFFALO, Aug. 2.—Reopening on Aug. 10 following extensive remodeling, the former 20th Century Theatre will be known as the Century, according to Robert T. Murphy, managing director. Opening bill will be Samuel Goldwyn's "Our Very Own."

Extend TV Cable South

ATLANTA, Aug. 2.—Plans to bring television programs from New York to Atlanta by coaxial cable will be discussed here next Monday at a meeting of major network representatives. Telecasts direct from New York are expected to start by Sept. 30.

Univ. Has 17, Its Biggest Backlog

Universal-International has established its largest backlog of pictures in recent years, 17, with the completion yesterday of "Smuggler's Island," the home office reported. This notwithstanding, there will be no slackening of production at the studios, it was said.

Pictures being edited or awaiting release include six comedies, four Westerns, two adventure stories, two topical dramas, two melodramas and a Civil War story. Eight are in Technicolor.

RCA Magnetic Tape Ready for Studios

CAMDEN, N. J., Aug. 2.—RCA's new magnetic recording system, which was first demonstrated by RCA at the spring convention of the Society of Motion Picture and Television Engineers is now available to motion picture studios, it was announced today by the RCA film recording group.

The system, which includes a new magnetic record-reproducer, mixer amplifier, recording amplifier assembly, and power supply, has been designed for high-quality professional magnetic recording in film production, and is said to surpass standards set by the Motion Picture Research Council. Both 16mm. and 35mm. systems are available, either in portable carrying cases for location work, or as rack-mounted equipment for use in the studio.

Farley Again Joins QP in Midwest

Urben Farley has rejoined Quigley Publications as advertising representative through the Midwest, with headquarters at 120 LaSalle Street, Chicago. The Farley organization resumed on July 31st the handling of advertising for the MOTION PICTURE DAILY, the *Motion Picture Herald* and other Quigley publications.

Krumenacker Is New WB Branch Manager

Paul Krumenacker, Warner Pittsburgh city salesman, has been promoted to branch manager there, it is announced here by Ben Kalmenson, distribution vice-president.

'Jimmy Fund' Building

BOSTON, Aug. 2.—Immediate construction of a new 'Jimmy Fund' building to house the expanded activities of the Children's Cancer Research Foundation has been announced by Martin J. Mullin, president of the foundation and head of New England Theatres, and Louis R. Perini, building committee chairman and head of the Boston Braves. The foundation was initiated in 1948 by the Variety Club of New England.

Harmon-State Dept. Talks on Campaign Are 'Inconclusive'

WASHINGTON, Aug. 2.—A State Department official said today that nothing conclusive had come from the Tuesday meeting of Departmental officers with Motion Picture Association of America vice-president Francis Harmon over possible industry cooperation with the government's overseas "Campaign of Truth." Earlier announcements that Robert J. Rubin had attended the meeting for Society of Independent Motion Picture Producers were in error, he said.

Harmon is expected to return for further discussion after going over the question of producer cooperation in the program with MPAA members, and representatives of the other producer groups are also due. Present at the Tuesday meeting also was actress Myrna Loy, representing the Hollywood Film Council for UNESCO.

Film Ad Exhibition Set for Aug. 11-18

Major advertising executives, art directors, illustrators and notables of allied fields will attend the launching of the "Fifty Years of Progress in Motion Picture Advertising" exhibit to be held Aug. 11-18 at the American Artists Galleries, it was announced by Reeves Lewenthal, president of the Galleries.

They will attend a reception to be held on Aug. 10 when Linda Darnell, star of "No Way Out," will be on hand to inaugurate the showing, highlighted by the ultra-modern ads of Paul Rand and Erik Nitsche for the 20th Century-Fox production.

Drive-in Sues to Stop Spite Blinker Sign

PROVIDENCE, Aug. 2.—Operators of the Cranston Auto Theatre, Cranston, R. I., the Columbia Amusement Corp. and Columbia Holding Corp. have sued Gino J. Parente, of Cranston, to stop operation of an advertising blinker sign on property adjoining the theatre. The theatre owners obtained a restraining order.

Parente is owner of land and buildings in the rear of the screen. The exhibitors allege when they complained to him about a sign atop his service station, he replied by erecting a more powerfully lighted sign. The sign, they charge, faces only the theatre, not a public highway.

Call Petruski to Colors

Gene Petruski of Walt Disney Productions here is the first of that office to be called to the colors in the current mobilization. He reports to 19th Headquarters Battalion, Marine infantry division at Camp Lejeune, N. C.

Open Oklahoma House

OKLAHOMA CITY, Aug. 2.—A new theatre in Picher, Okla., the Plaza, has been opened by Video Theatres.

NEWS in Brief . . .

CHRISTY WILBERT, former 20th Century-Fox advertising manager and an industry veteran, has been made a vice-president of the Charles Schlaifer Advertising Agency, Charles Schlaifer announces. Wilbert joined the agency in April, 1949.

•

San Francisco, Aug. 2.—A sport stepped up to the box-office of the Fox Theatre here Monday night and thrust a note to cashier Ilene Leonard demanding money. She handed over receipts amounting to $89.

•

MEXICO CITY, Aug. 2.—A two-year renewal of a collective bargaining pact between the film workers' union, STIC, and Selznick Releasing of Mexico, has been signed by Alfredo Holquin, Selznick Northern Latin America supervisor. No wage increases were involved.

•

ALBANY, N. Y., Aug. 2.—Peter Pan Films has registered here to conduct a motion picture business in New York. Authorized capital is set at 200 shares, with no par value. Attorney David Kugel of New York filed the certificate.

Bigger Prize Spread For 20th Exchanges

ATLANTA, Aug. 2.—In forthcoming sales drives, all 20th Century-Fox employes of winning exchanges will share in any and all bonuses awarded, it was disclosed today at the final session of the two-day sales meeting of the company's Southern division, which comprises six exchanges. The division was first in the recent sales drive, with four weeks' salary presented as prizes.

It was revealed also that "I'd Climb the Highest Mountain," which was filmed in Georgia, will have its world premiere here early in January.

Joins Brother's Firms

Alex Gordon, brother of Richard Gordon, head of Renown Pictures, representing the English company of the same name, and Gordon Films, an import-export agency, has joined the company. The step marks the beginning of a proposed expansion, according to Richard Gordon.

Kuehn Joins Hallmark

WILMINGTON, O., Aug. 2.—Rudy A. Kuehn, for the past three years general manager of Aldon Theatres in Elizabeth, N. J., and for 15 years a Warner Theatres district manager in New Jersey, has been appointed Philadelphia zone manager by Hallmark Productions.

Five Tennessee Drive-ins

NASHVILLE, Aug. 2.—Erection of drive-ins in five Tennessee towns is expected. The towns are Columbia, Knoxville, Winchester and Estill Springs, and ground has already been broken in the latter.

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U-I to Make More 3-Reel Westerns

On the basis of recent exhibitor reaction to a feature picture of two complete three-reel Westerns, which Universal-International recently developed, the company has announced that it would prepare three more such features for general release.

The three-reel films bear the title "Tales of the West," and star Tex Williams. The four consist of the following combinations: "Cactus Caravan" and "South of Santa Fe"; "Fargo Phantom" and "Coyote Canyon"; "Rustler's Ransom," and "Gold Strike"; "Western Courage" and "Ready to Ride."

'Rose' Openings Set for Six Continents

Under a global release schedule, Th Century-Fox's "The Black Rose" ill have individual premieres in six ntinents during September and Oc-ber, it was announced here yesterday Murray Silverstone, 20th-Fox In-rnational president.

With 25 countries involved, the hedule for release of the picture is follows: September—England, Aus-alia, New Zealand, Mexico, Pana-a, Ecuador, Colombia, Puerto Rico, uba, Trinidad, Brazil, Uruguay, Peru d the Philippines; October—France, elgium, Switzerland, Portugal, Italy, veden, Finland, Greece, Egypt, Is-el and Chile. The film will be re-ased in Norway in early November.

David Lean Joins Korda

British director David Lean has ined Sir Alexander Korda's London ilms, it was announced here yester-ay. Lean directed "Brief Encounter," Great Expectations" and others.

FOR A BETTER VACATION!
It's the CAMPUS, *of course.*
NEW DELUXE CABINS and COTTAGES . . . FINE FOOD . . . A SNACK OR A MEAL . . . GOLF . . . TENNIS . . . SWIMMING . . . RIDING . . . TROUT FISHING . . . GAMES . . . MOVIES . . . CONCERTS . . . AND OUR NEW CAMPUS PLAYHOUSE.
— *Rates* —
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SPECIAL 10% DISCOUNT TO FILM INDUSTRY MEMBERS WHO SEND IN OR PRESENT THIS AD!
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IN THE POCONOS
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BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Bonus Plan in US-UK Pact

(*Continued from page* 1)

of the 1948 remittance agreement which was intended to augment the basic $17,000,000 remittables in proportion to the earnings of British films in the American market. The "B pool" arrangement proved unworkable in practice, however.

In agreeing to the new bonus arrangements in principle, Britain abandoned its earlier stipulation for imposition of penalties against American companies in the form of deductions from the basic $17,000,000 annual convertibility in proportion to the amount by which American investments in British production dropped below the 1948-'49 average.

No Penalty Clause

Thus, the new provisions allow for bonus remittances without offsetting penalties based on past performance.

The new arrangement is for one year only, expiring Oct. 1, 1951. Between now and Oct. 1, next, the terms of the March, 1948, agreement will continue in effect. During that interim, the details of the new bonus provisions are scheduled to be worked out and agreed upon by both sides.

Disclosure of the new arrangements was made at a press conference in London yesterday called by Eric Johnston, president of the Motion Picture Association of America, and in New York by Ellis Arnall, president of the Society of Independent Motion Picture Producers, and James A. Mulvey, president of Samuel Goldwyn Prod., the other American industry negotiators. The latter arrived in New York from London by plane in mid-afternoon yesterday. Johnston and his aide, Joyce O'Hara, are due here from London by plane today and are expected to report to the MPAA and MPEA boards of directors on the new agrcement within a day or two.

In London, Johnston claimed the agreement fulfills his original aim, namely, full convertibility of British earnings, although apparently that is possible only by roundabout methods. There is, however, no ceiling or other limitation on the total amount remittable to the U. S.

The bonus percentages have not been set yet but will be fixed by a technical committee comprising British Treasury and Bank of England representatives and American industry representatives.

No 'Pool' Incentive

It was emphasized that the bonus remittances will be paid to individual companies only, thus eliminating incentives for pooling investments or activities.

Although the unit booking plan invoked by the American companies in Britain to prevent the practice of using a strong American picture in support of a weak British picture on the same program was raised during the negotiations, Johnston said the plan is not within MPAA's province and he was not authorized to order its abandonment.

The British representatives offered to pledge no further adverse legislation against American films there in return for cancellation of the unit booking plan, but Johnston maintained that the suggested action was a matter for decision by individual American companies. However, he admitted the plan is likely to be abandoned within three weeks. It already has been dropped by 20th Century-Fox.

Johnston claimed that the bonus incentive scheme inevitably will result in increased American production in Britain, declaring it to be a good bargain for both sides.

Johnston reiterated his previous statements that a healthy British production industry is vitally necessary not only to spur Hollywood endeavor but also for the exchange and dissemination of democratic ideals.

Arnall Credits Ambassador

Arnall estimated that the three bonus provisions would bring British remittances next year to a minimum of $19,000,000 or, conservatively, $21,000,000. He said the American negotiators regard the new deal as a "reasonably good arrangement," and credited U. S. Ambassador Lewis O. Douglas with having been helpful in reaching it. The SIMPP president said he could not see that Hollywood labor would object to the arrangement, since no compulsion or "big stick," as he termed it, was connected with future American production in Britain under the deal.

Another possible means whereby conversion could be further implemented, Arnall said, would involve purchase by the Americans of soft currencies of other European countries with British pounds, but he pointed out that this was not part of the arrangement although it might be included in the details which have yet to be hammered out.

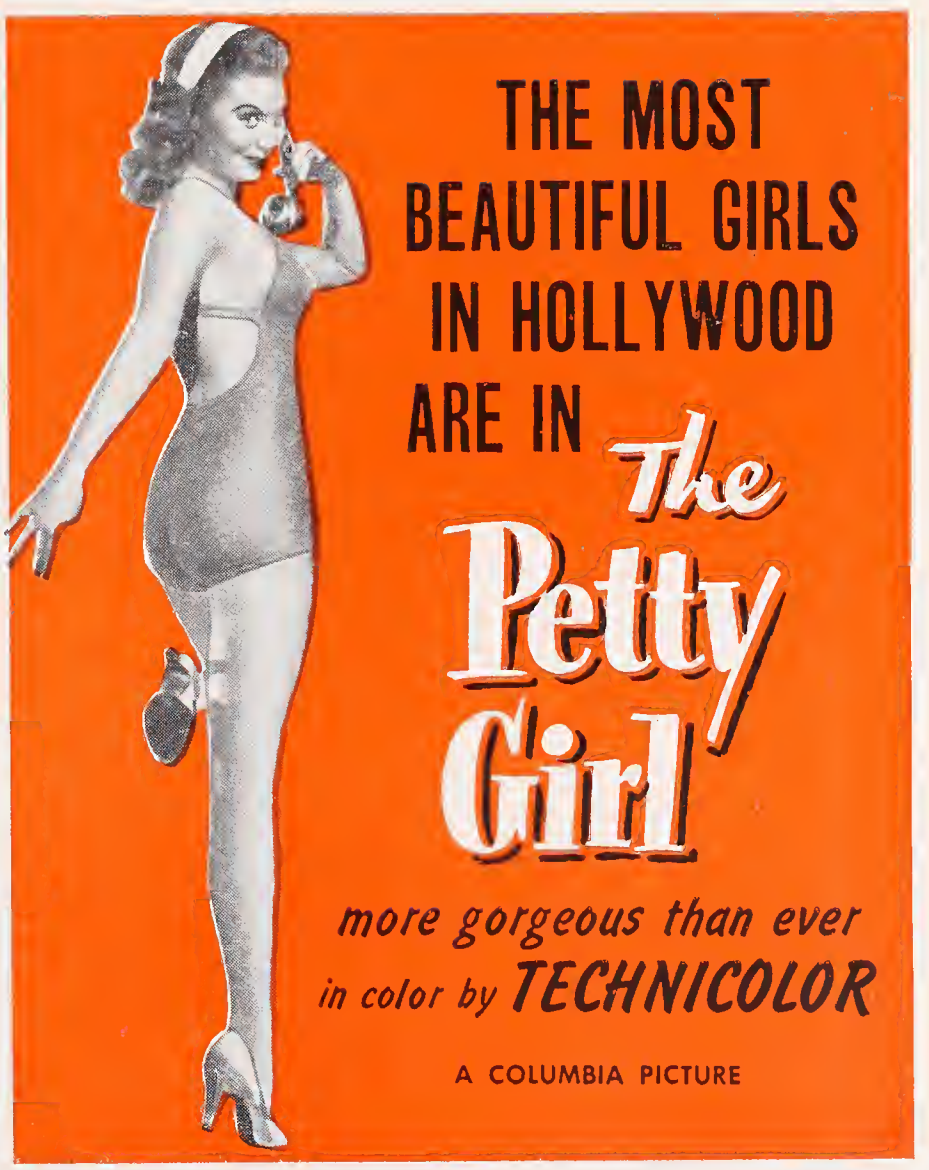
SAG Affirms Stand Before TV Group

Hollywood, Aug. 2.—A joint statement issued by the National Society of Television Producers and the Screen Actors Guild following a joint session of committees representing each party stated that SAG expressed its intention to continue to represent all actors in motion pictures produced throughout the U. S., however such pictures may be exhibited.

The meeting is the first in a series to be held by the two groups in exploring mutual problems, including the jurisdictional dispute between SAG and the Television Authority.

Box-Office Incentive

HAMILTON, O., Aug. 2.—Bus-riding patrons attending the Ramona Outdoor Theatre, recently opened here in the city limits, are given a refund of their bus fare to the theatre when presenting a special bus transfer at the box-office when purchasing a ticket.



Variety Chiefs Head For Toronto, Okla. City for Tent Fetes

Variety Clubs International chief barker Marc J. Wolf, Ringmaster Robert J. O'Donnell and executive director William McCraw will be among the out-of-towners who will attend banquets which have been slated by the Oklahoma City Tent, Aug. 9, and the Toronto Tent, Dec. 14.

The first event is for the purpose of recreating Heart Fund interest in the state, and the second will be marked by an award of the silver plaque to Toronto's tent voted by the International Convention in New Orleans.

Two More 1st-Runs For Ind. Drive-ins

INDIANAPOLIS, Aug. 2.—Two more films were booked into drive-ins here this week for first run showings. The pictures, United Artists' "Love Happy" and Eagle Lion Classics' "The Jackie Robinson Story," will play day and date at the Theatair Twin and Westlake, which have a combined capacity of 3,000 cars.

ELC has booked "The Jackie Robinson Story" in three nearby drive-ins simultaneously with the Avenue theatre, a colored house. The new first run bookings at the two drive-ins follows a test engagement with Lippert's "Baron of Arizona."

General Precision Net Sales at $6,779,814

General Precision Equipment Corp. and subsidiary companies report consolidated net sales of $6,779,814 for the three months ended June 30, 1950, compared with consolidated net sales of $7,505,491 for the three months ended June 30, 1949.

For the second quarter of 1950, the company reports consolidated net income of $195,662, compared with net income of $317,756 for the corresponding period of 1949.

Essaness Ruling

(*Continued from page* 1)

Circuit Court Judge Harry Graber in the suit brought against the circuit and its president, Edwin Silverman, by Essaness stockholders.

The stockholders charged in their complaint that Silverman fraudulently bought the theatre building last year so that when the lease was up for renewal next year he would then have ownership of the theatre building and, in turn, would force out the remaining partners.

Chief plaintiffs were Mrs. Emil Stern, wife of a former Essaness partner, and James Booth, both partners of the Woods Amusement Corp. Also involved was Mrs. Velma Silverman, wife of the defendant, she also being a partner in the Woods Corp., but not named as a plaintiff.

Woods Theatre Corp. is an operating subsidiary of Essaness, which technically is paid manager of the theatre. Operation of the house is actually separate from Essaness circuit. The building was purchased last year by Silverman from the Franciscan Brothers, a Catholic order, who in turn bought the property which was the site of the razed LaSalle Theatre.

Review

"Edge of Doom"

(Samuel Goldwyn-RKO Radio)

THE bleak story of a boy pursued by an obsession has been turned into a powerful and absorbing motion picture by Samuel Goldwyn. From the beginning one is struck by the unusual and daring nature of the theme and the candor of its presentation. There is a poverty-ridden boy whose devout mother has just died. The boy feels that he must compensate for all the earthly denials of her life by an elaborate funeral. Pursuit of this end leads to the boy's murder of a parish priest. There follows a succession of episodes, all in a monotone of hopelessness, culminating in the boy's confession and surrender to the law.

Farley Granger has the focal role as the boy who thrashes about the lonely city in an effort to arrange a fine burial. At the parish house he tries to convince an aging and troubled priest that, despite the lack of maney, an expensive funeral is wanted desperately. In a frenzy following a rebuff the boy picks up a crucifix and strikes the priest dead.

This is the outward structure of the story but one can find deeper meanings and implications. The unmistakeable Goldwyn touch shines throughout. In a climate of gloom and criminality there flower oddly engaging incidents and fine characterizations. In fitting with Philip Yordan's screenplay based on Leo Brady's novel, Mark Robson's direction is in stern and realistic style.

Although the burden of acting falls on Granger, he has some excellent support. There is a compassionate quality to Dana Andrews as another priest through whom Granger finds final peace. Throughout the story Andrews works patiently at reasoning Granger out of a hostility to the church, a hostility which was born earlier when the church denied his father burial rites in consecrated ground because of suicide.

An outstanding vignette is contributed by Paul Stewart as a petty racketeer who lives by his underworld wits. In other secondary roles are Joan Evans and Mala Powers, the one niece to the murdered priest and the other the sweetheart of Granger. Robert Keith as the wily detective who outwits his prey, gives a sharp and effective portrayal.

Obviously this is a picture that will be widely discussed by those who see it irrespective of their individual reactions. This naturally will go a long way toward arousing a ticket-buying curiosity. What the overall boxoffice returns will be remains a question not easily predicted, for despite the picture's many virtues the theme is macabre and unrelieved.

Running time, 99 minutes. Adult audience classification. Release date, not set.

MANDEL HERBSTMANN

Laud Films

(*Continued from page* 1)

bers. Actor Charles Coburn, star of "Louisa," accepted in behalf of U-I, and Francis Harmon, MPAA vice-president in charge of exhibitor community relations, accepted in behalf of the industry.

Miss Senie praised the increasing emphasis of pictures for family audiences. Harmon said that U-I in its pictures has contributed to the "campaign of truth." He said the industry must think in terms of making films "to cement bonds of understanding between all nations."

Maurice Bergman, U-I executive, was chairman of the luncheon. Others present from U-I were W. A. Scully, Adolph Schimel, Leon Goldberg, Alfred E. Daff, A. J. O'Keefe, Henry A. Linet, Charles Simonelli, Foster M. Blake, Philip Gerard, Milt Livingston.

Others representing MPEA were Marjorie G. Dawson and Alfred Corwin.

Snyder Holds Door

(*Continued from page* 1)

mittee voted today not to press for an excess profits tax this year.

Snyder also renewed the Administration's plea for a 10 per cent manufacturers' excise on television sets. Such a tax is now levied on radio sets, but the House refused to extend it to TV sets, as asked by the White House.

Snyder said in justifying his renewed request that "television now is a strong competitor with alternate forms of entertainment, such as the radio, motion pictures and professional sporting events, all of which are subject to Federal excise tax."

FC, E-L

(*Continued from page* 1)

move does not indicate that an agreement between the companies is hopeless. Rather, he said, he has definite hope that the negotiations will terminate satisfactorily at conferences tentatively scheduled for either today or tomorrow between himself, E-L executive vice-president William C. MacMillen, Jr., and Joseph Bernhard, FC president. A similar hope has been expressed by MacMillen. Kaufman said that actually the two companies have "agreed in principle" to the procedure to be undertaken in connection with FC's indebtedness and producer commitments, the crux of the negotiations, but that many significant details have yet to be ironed out.

The assignee indicated that a suit against E-L and Pathe would charge failure to perform on the basis of the original merger agreement, but he emphasized that his application to the court for permission was merely in line with his duty as a fiduciary, and does not necessarily anticipate litigation.

Mayor Clarifies TV Stand

Mayor William O'Dwyer, who last week commended television for its ability to keep people at home, has clarified his stand at another video ceremony here.

"We don't see any conflict," the Mayor said, referring to the two entertainment industries. "As a matter of fact, we look for the day when television will increase the type of entertainment and communication and education that the motion pictures give today, and that one implemen the other. I'd like to have that stated as clearly as I can, that I still want the motion picture people to know how we appreciate them, too."

Scollard-UA

(*Continued from page* 1)

nation of the services of Harry L Buckley after more than 25 years wit the company in executive capacitie mostly in supervision of domesti operations. Buckley was given tw weeks' notice.

Severance of his services was i the pattern of recent dismissals c such veterans of UA a[report] Harr Schroeder and T. J. Mulro[illegible] of th foreign department, who recentl were given one week's notices afte nearly 30 years of service with th company.

Report Lazarus Offer

Paul Lazarus, Sr., another UA vet eran executive, who has been recupe ating from a heart attack with whic he was stricken some months ag was similarly cut off the compan payroll recently. Reports yesterda were that the action in this instanc might be temporary, dependent upo continuation of Paul Lazarus, Jr with the company.

One version was that the new U management has asked Lazarus, Jr to remain without definitive employ ment conditions and subject to 9 days' notice of termination of his se vices by either side. It was reporte that if Lazarus, Jr., accepted the con ditions his father would be restore to the company payroll.

Takes Kelly's Title

Arthur Kelly, whose UA contrac has just expired and who also wa let out by the new management, ha held the title of executive vice-presi dent, which now goes to Scollar The latter was in banking before en tering the industry with the old FB company as manager of exchang operations. He later became treasure then executive vice-president of th old Pathe company.

The new management also has dis continued salary payments to Grad well L. Sears, former UA presiden who is recuperating from a hear attack suffered two months ago. Th action concerning Sears is regarde as temporary. His contract with th company has until the end of nex year to run.

UFA Auction

(*Continued from page* 1)

rights to a large number of pre-wa German films, including "Blue Angel, the film which brought stardom t Marlene Dietrich.

Bidding on the three studios b foreign interests is limited to 25 pe cent of the control of any one studi a limitation imposed to keep Holly wood from acquiring the core of th company. No such restriction applie to the rest of the property and Amer ican interests are expected to bid hig for the theatres.

Also forbidden to bid are govern ments, political parties, governmen officials, former Nazis and former ex ecutives of UFA when the compan was the tool of Josef Goebbels, Naz propaganda chief.

Colonial Remodels Hous

ATLANTA, Aug. 2.—The Carolin theatre, Hickory, N. C., has been re modeled and redecorated by Colonia Theatres. H. F. Ragsdale, of Atlanta was in charge of the complete pro gram. This included recarpeting, nev drapes and rest room remodeling.

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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 24 NEW YORK, U. S. A., FRIDAY, AUGUST 4, 1950 TEN CENTS

MPEA Board Okays UK Pact In Principle

Johnston Reports On It At 1-Hour Meeting Here

By CHARLES L. FRANKE

The board of the Motion Picture Export Association, meeting here yesterday, received from Motion Picture Association of America president Eric A. Johnston a report of the new remittance agreement with Britain and approved in principle the results of the London negotiations.

Johnston, following the one-hour meeting which he left hurriedly to board a plane at Idlewild Airport for Washington, said "the group approved the agreement in principle."

It was indicated later by spokesmen for the MPAA that although there

(Continued on page 13)

Buckley Intends to Remain in Industry

Harry D. Buckley will resume an active identification with the industry upon completing his recovery from his current physical set-back, it was disclosed here yesterday along with formal announcement that he has left United Artists.

Buckley, whose most recent capacity with UA was as head of domestic operations, dates his association with the company in key executive roles back to its founding. He was associated with Mary Pickford and Douglas

(Continued on page 11)

'IA' Position on US-UK Pact to Be Set Next Week

The official reaction of Hollywood labor to the principles embodied in the American industry's new remittance agreement with Britain is due to be formulated next week at the IATSE's pre-convention board meeting which will open in Detroit on Monday.

In the early phase of the Anglo-American negotiations last June when the British made their since rejected proposal which would force American producers to make pictures in England, the Hollywood AFL Film Council voiced strong opposition to such an arrangement. Subsequently, "IA" international president Richard F. Walsh expressed fear that a "compulsory" production provision would inspire virtually every other foreign country to demand a similar arrangement, to the detriment of Coast labor.

Upon his return on Thursday from the London talks, Society of Independent Motion Picture Producers president Ellis Arnall said he could not see that Hollywood labor would object to the new arrangement since no compulsion was connected with

(Continued on page 13)

Grant Deferments to Workers in Industry

WASHINGTON, Aug. 3.—An essential status was accorded the motion picture industry as the Commerce and Defense Departments tonight released a lengthy list of industries in which workers might expect deferments—temporarily, at least—from calls to

(Continued on page 13)

House Bars Ceiling On Ticket Prices

Washington, Aug. 3.—The House agreed today that there should be no Administrative limit on motion picture admissions prices.

It adopted an amendment to the Economic Control Act exempting from possible future regulation box office prices, as well as advertising rates of newspapers, magazines, radios and TV stations. The amendment was introduced by Rep. Frank Buchanan of Pennsylvania.

TOA Future Plans Await Expected Business Upswing

The executive committee meeting which Theatre Owners of America scheduled for last month was postponed indefinitely, it was learned yesterday, pending the upswing in theatre business implicit in United Paramount president Leonard Goldenson's recent citation of 21 pictures forthcoming from nine companies. In a letter to the company's stockholders last month,

(Continued on page 13)

'Irma' Crowds Para., 'Men' Quickens Pace

Excepting the Bob Hope personal appearance, "My Friend Irma Goes West" gave the Paramount here its biggest opening business in close to a

(Continued on page 11)

Hughes, Brandt Deal Awaits Clarifications

Stock Transfer Jan. 1 Cause of Complications

By GENE ARNEEL

Meetings on the legal ramifications of Harry Brandt's Trans Lux Theatres deal with Howard Hughes continued here yesterday with principals for Hughes reporting they remain in agreement in principle on terms, that the offer to sell is a firm one and the Brandt proposal to buy is regarded as fully valid. The "deferred delivery" nature of the transaction has been responsible for the delay in its consummation, it was said.

The spokesmen said that the complications which have arisen, as reported yesterday in MOTION PICTURE

(Continued on page 13)

'U' Pay Hike Offer Forestalls Walkout

Strike action by Universal's 375 home office "white collar" workers, threatened prior to the return from Europe of "U" president Nate J. Blumberg, has been forestalled by a "satisfactory" wage raise offer by the company, it was reported yesterday by Russell Moss, executive vice-president of IATSE Home Office Employes Local No. H-63.

However, Moss indicated, the issue of a year's retroactive pay based on the increase agreed upon still has to

(Continued on page 11)

Brooklyn Paramount Sold to University

The Paramount office and theatre building in the downtown section of Brooklyn has been purchased by Long Island University, it was disclosed by Tristram Walker Metcalf, president of the institution, and William Zen Zeckendorf, president of its board of trustees. Purchase price was not disclosed. The 11-story building is assessed by the city at $2,780,000.

The 4,188-seat theatre has been leased back to United Paramount until 1960. The house is a first-run in the borough.

20th to Release 36 of Its Own, Plus Others, in Year

NEW HAVEN, Aug. 3.—Twentieth Century-Fox will release 36 studio-produced pictures plus an additional but undetermined number of outside films from Sept. 1, 1950, to Aug. 31, 1951, E. X. Callahan, New England division manager, announced today to members of his territory at their regional convention here.

The number is an increase of six over 20th-Fox's previous plans for studio-produced pictures.

Callahan's announcement was based on the Spyros P. Skouras-Darryl F. Zanuck plan, put into effect this year, to increase production in order to supply more quality product to the nation's theatres. The announcement supplemented the division manager's recapitulation of the remarks by vice-president and general sales manager Andy W. Smith, Jr., at the Central division sales convention held in Chicago last week.

Augmenting this was the disclosure of publicity and advertising details by vice-president Charles Einfeld, who told the New England representatives of campaign plans for the increased number of releases. He laid particular emphasis on the importance of trade paper advertising and promotion as a vital adjunct of film salesmanship in carrying the company's product message to its customers.

The 36 pictures will include 12 in Technicolor, averaging one a month.

(Continued on page 11)

Advance Tax Bill; Vote Levy on TV

Washington, Aug. 3.—The Senate Finance Committee made further strides today in its efforts to speed an emergency tax-increase bill to the Senate floor, with the decision already voted to retain the 20 per cent Federal admissions tax. Also, in late session yesterday, the committee voted to impose a 10 per cent manufacturers' tax on TV sets, matching the present levy on radios.

The vote on the TV tax came as a surprise to the Radio Manufacturers' Ass'n. here, which had not expected such swift action.

Coming Events

Aug. 7—IATSE executive board meeting, Hotel Statler, Detroit.

Aug. 7—Cinema Productions, Inc., board of directors meeting, New York.

Aug. 7-9—Republic sales meeting, Blackstone Hotel, Chicago.

Aug. 9—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Aug. 10-13—IATSE district representatives meeting, Hotel Statler, Detroit.

Aug. 11-18—"Fifty Years of Progress in Motion Picture Advertising" exhibit, Associated American Artists Galleries, New York.

Aug. 14-16—Republic sales meeting, home office, New York.

Aug. 14-18—IATSE 40th biennial convention, Masonic Temple, Detroit.

Aug. 30-31—West Virginia Theatre Managers Association annual convention, Greenbrier Hotel, White Sulphur Springs, Va.

Sept. 15-17—Pacific Coast Conference of Independent Theatre Owners annual convention, Cal-Neva Lodge, Lake Tahoe, Calif. (tentative dates).

Sept. 19—"All Presidents' Dinner," amusement division of United Jewish Appeal, Hotel Astor, New York.

Sept. 19-21—Independent Theatre Owners of Ohio annual convention, Netherland Plaza Hotel, Cincinnati.

Sept. 25-26—Allied Theatres of Michigan annual convention, Hotel Book-Cadillac, Detroit.

Sept. 26-27—Kansas-Missouri Theatre Association convention, Hotel President, Kansas City.

Sept. 30-Oct. 1—Allied States Association board meeting, Pittsburgh.

Anson Bond to Italy

Anson Bond, independent producer, has arrived at the Hotel Pierre here from the Coast and will leave shortly for San Remo, Italy, for the first meeting of the One World Award Committee, to be held on Aug. 22. Bond's film, "The Vicious Years," has been selected by the committee as one contributing highly to the idea of the world community and will be presented, with several others, to the group at San Remo.

Twin Bow for 'Hawk'

Universal-International's Technicolor "Desert Hawk," starring Yvonne De Carlo, Richard Greene, Lois Andrews and Anne Pearce, will have its world premiere at the Palace Theatre in Akron, O., and the Rivoli Theatre, Toledo, O., on Aug. 24.

Exhibitor's Mother Dies

OMAHA, Aug. 3. — Mrs. Mary Lahnes, of Cedar Rapids, Neb., died here at the age of 74. She is the mother of Oliver Schneider, Osceola, Neb., exhibitor, and had been ill in a hospital here.

Personal Mention

E. K. O'SHEA, Paramount Distributing vice-president, and JOSEPH WALSH, branch operations manager, are in Chicago from New York and will go from there to the Coast.

•

ROBERT M. WEITMAN, United Paramount Theatres vice-president, and MRS. WEITMAN left here yesterday for a vacation at Grossinger's in the Catskills.

•

SUZANNE WHITE of United Artists television department will leave here over the weekend for a two-week vacation.

•

CLARK RAMSAY, Monroe Greenthal Co. Coast vice-president, will arrive here today from Chicago.

•

H. R. EMDE, RKO Theatres division manager for Ohio, visited Cleveland this week from Cincinnati.

•

WILL PRICE, director, is in Washington from the Coast.

SIDNEY KRAMER, RKO Radio short subjects sales manager, has returned to his desk here from a vacation.

•

MICHEL GRILIKHES, Laurel Films assistant comptroller, and MRS. GRILIKHES are the parents of their first child, LINDA SUSAN, born Monday at the Lenox Hill Hospital here.

•

WARREN HALL, owner of the Rodeo Theatre, Burwell, Neb., will again serve as arena director of the Burwell Rodeo next week.

•

ROBERT T. MURPHY, managing director of the Century Theatre, Buffalo, is in a hospital there following surgery.

•

MOREY GOLDSTEIN, Monogram general sales manager, left Boston yesterday for New Haven and New York.

•

RUTGERS NEILSON, RKO Radio publicity manager, has returned here from Atlantic City, where he vacationed.

MGM Starting Third In Europe in Sept.

With two films now being made in foreign countries, M-G-M will have a third starting early in September when the unit on "An American in Paris" arrives in Paris.

Currently being filmed abroad are "Quo Vadis" in Rome, Italy, and "Calling Bulldog Drummond," at the M-G-M British studios at Herts, Ergland. Headed by producer Arthur Freed, the "An American in Paris" unit will arrive here from the coast Aug. 30 and after a day will head for France.

Mass. Cars, Drivers Up; See Drive-in Aid

BOSTON, Aug. 3.—Increased registration of both motor vehicles and licensed drivers in Massachusetts are seen as added incentive to the growth of drive-ins in this area. Between 80 and 100 drive-ins are already in operation in the New England states, exclusive of Connecticut.

Registered motor vehicles in the state increased from 1,110,950 in the first six months of 1949 to 1,203,031 in the same period this year, with licensed operators now at 1,687,496 as compared with 1,570,559 at the same time last year, according to the Commonwealth's Registry of Motor Vehicles.

Trotta Starts New Film Ad Art Firm

Vincent Trotta, motion picture art director, and Anthony Gablik, creator of advertising styles, have joined forces to specialize in consultant art work in motion picture advertising, particularly in effecting savings through advanced production methods, they announce.

Para. Sets 15 Key Dates for 'Sunset'

Fifteen key city engagements have been set for "Sunset Boulevard," following its world premiere run at Radio City Music Hall, according to A. W. Schwalberg, president of Paramount Film Distributing Corp. The picture will open on Aug. 10 at the Hall.

The cities include: Buffalo, Jacksonville, New Haven, New Orleans, Cincinnati, Cleveland, Detroit, Pittsburgh, Des Moines, Indianapolis, Minneapolis, Omaha, Kansas City, Memphis and San Francisco. Other key city bookings are to be announced shortly.

W. New York MPTO To Hold Election

BUFFALO, Aug. 3. — Postponed for the second time because of the illness of two directors, the annual election of new members of the MPTO of New York, Western Zone, board will be held on Monday, says George H. Gammel, president.

Menno Dykstra of the Glen, Williamsville, has undergone a serious major operation and M. M. Konczakowski of the circuit bearing his name also is in the hospital. Meanwhile a few other directors who have been on vacation have returned to the city, making possible the setting of Monday's meeting.

Ferguson Moves Up, To Assist Schmidt

Robert S. Ferguson, Columbia pressbook editor, has been named assistant to Arthur A. Schmidt, director of advertising, publicity and exploitation, the company announces.

Seymour Roman has been appointed to succeed Ferguson as pressbook editor.

Arnall to Atlanta Today for a Week

A date for a Society of Independent Motion Picture Producers board meeting at which SIMPP president Ellis Arnall would report on the new Anglo-American film agreement has not been set, and such a meeting will not take place for at least a week, it was indicated yesterday.

Arnall, who participated in the negotiations in behalf of SIMPP, will leave here today for his home in Atlanta where he will spend a week before returning to New York.

Sullivan Holds Talks With U. S. Officials

WASHINGTON, Aug. 3.—Gael Sullivan, Theatre Owners of America executive director, was here today for conferences with government officials, but he would not reveal what the conversations were about.

He was to be on hand this evening for the opening of the new Viers Mill, Md., theatre, a part of the Sidney Lust circuit.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Marlon Brando - Teresa Wright
in STANLEY KRAMER'S
"THE MEN"
Released thru United Artists
SPECTACULAR STAGE PRESENTATION

Paramount Presents
"MY FRIEND IRMA GOES WEST"
A HAL WALLIS PRODUCTION
JOHN LUND · DEAN MARTIN · JERRY LEWIS
CORINNE CALVET · DIANA LYNN
with MARIE WILSON as Irma
PARAMOUNT TIMES SQUARE
In Person LOUIS PRIMA AND HIS ORCHESTRA
GARY MORTON
TOMMY & MARGOT CONINE
Extra THE MODERNAIRES
Midnight Feature Nightly

SAMUEL GOLDWYN presents "EDGE OF DOOM"
NOW PLAYING • Astor B'way & 45th St.

'PANIC In The STREETS'
RICHARD WIDMARK
PAUL DOUGLAS
On Stage!
FRANCES LANGFORD
On Ice Stage!
"On the Boardwalk"
Starring CAROL LYNNE
20 CENTURY FOX
Roxy 7th Ave. & 50th St.
MOVIES ARE BETTER THAN EVER!

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WARNER BROS.

ARE SAYING IT WITH

PICTURES

--NOT SLOGANS

Now!

FLAME AND THE ARROW

COLOR BY TECHNICOLOR

BURT LANCASTER · VIRGINIA MAYO in "THE FLAME AND THE ARROW"

Produced by HAROLD HECHT and FRANK ROSS · Directed by JACQUES TOURNEUR

Written by Waldo Salt · Music by Max Steiner

A NORMA-F. R. Production · Distributed by WARNER BROS.

Now!

KISS TO GOODE

JAMES CAGNEY in "K

ALSO STARRING

BARBARA PAYTON · HELENA CARTER

Produced by WILLIAM CAGNEY · Dire

From Horace McCoy's "Kiss Tomorrow Good

FROM WARNER BROS...

September!

PRETTY BABY

STARRING

"PRETTY BABY" DENNIS MORGAN · BETSY DRAKE · EDMUND GWENN · ZACHARY SCOTT

Screen Play by Everett Freeman and Harry Kurnitz From a Story by Jules Furthman and John Klorer

Produced by HARRY KURNITZ · Directed by BRETAIGNE WINDUST

September!

ROCK MOUN

ERROL FLYNN in "RO

Screen Play by Winston Mil

Produced by WILLIAM J

ORROW

RROW GOODBYE"

LUTHER ADLER • BARTON MacLANE
DOUGLAS Screen Play by Harry Brown
Production • Distributed by WARNER BROS

September!

TEA FOR TWO

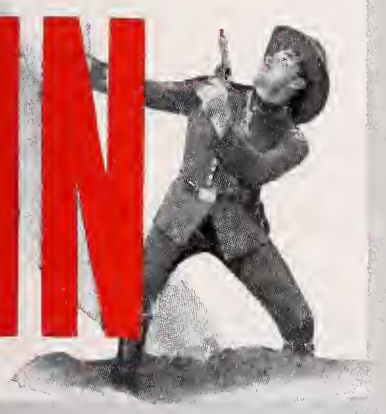
COLOR BY TECHNICOLOR

STARRING
"TEA FOR TWO" DORIS DAY · GORDON MacRAE

ALSO STARRING
GENE NELSON · PATRICE WYMORE · EVE ARDEN · BILLY DE WOLFE · S. Z. SAKALL

Screen Play by HARRY CLORK Suggested by the Play "No, No, Nanette" by Frank Mandel, Otto Harbach, Vincent Youmans and Emil Nyitray • Musical Numbers Staged and Directed by LeRoy Prinz • Musical Direction by Ray Heindorf
Produced by WILLIAM JACOBS • Directed by DAVID BUTLER

ICTURES--NOT SLOGANS!



TAIN

NTAIN" with PATRICE WYMORE · SCOTT FORBES

May • From a Story by Alan LeMay
ted by WILLIAM KEIGHLEY

October!

THREE SECRETS

More! (OVER)

"THREE SECRETS" STARRING ELEANOR PARKER · PATRICIA NEAL · RUTH ROMAN with FRANK LOVEJOY · LEIF ERICKSON

Written by Martin Rackin and Gina Kaus
Produced by MILTON SPERLING · Directed by ROBERT WISE · A UNITED STATES PICTURES Production
Distributed by WARNER BROS.

FROM WARNER BROS...

October!

GLASS MENAGERIE

JANE WYMAN · KIRK DOUGLAS · GERTRUDE LAWRENCE · ARTHUR KENNE

"THE GLASS MENAGERIE" Adapted for the Screen by TENNESSEE WILLIAMS and PETER B
From the Original Stage Play by TENNESSEE WILLIAMS
As Presented on the Stage by Eddie Dowling and Louis J.
Original Music by Max Steiner

Produced by JERRY WALD and CHARLES K. FELDMAN · Directed by IRVING RAPPER
A Charles K. Feldman Group Production · Distributed by WARNER BROS.

PICTURES--NOT SLOGANS!

Warner Quality
For Your Supporting Program

WARNER BROS.
CARTOONS

WARNER BROS.
SHORT SUBJECTS

WARNER PATHE NEWS

December!

DALLAS

COLOR BY TECHNICOLOR

GARY COOPER · RUTH ROMAN · STEVE COCHRAN IN "DALLA

with RAYMOND MASSEY • BARBARA PAYTON • Music by Max Steiner • Written by JOHN T

Produced by ANTHONY VEILLER • Directed by STUART HEISLER

November!

THE BREAKING POINT

JOHN GARFIELD · PATRICIA NEAL IN "THE BREAKING POINT"
with PHYLLIS THAXTER • JUANO HERNANDEZ • WALLACE FORD
Screen Play by RANALD MacDOUGALL • Based on a Story by Ernest Hemingway
Produced by JERRY WALD • Directed by MICHAEL CURTIZ

November!

THE WEST POINT STORY

JAMES CAGNEY · VIRGINIA MAYO · DORIS DAY · GORDON MacRAE · GENE NELSON
IN "THE WEST POINT STORY" with ALAN HALE, JR.
Screen Play by JOHN MONKS, Jr. • From a Story by Irving Wallace and Charles Hoffman • Songs by Jule Styne and Sammy Cahn • Musical Direction by Ray Heindorf • Dance Numbers Directed by LeRoy Prinz
Produced by LOUIS F. EDELMAN • Directed by ROY Del RUTH

We have only one policy at Warner Bros. Studios. That is, to meet the highest entertainment demands of the public with profit to the exhibitor and to us."

Jack L. Warner

December!

BREAKTHROUGH

"BREAKTHROUGH" STARRING DAVID BRIAN · JOHN AGAR · FRANK LOVEJOY
Screen Play by BERNARD GIRARD and TED SHERDEMAN From a Story by Joseph I Breen, Jr. and Bernard Girard Produced by BRYAN FOY • Directed by LEW SEILER

January!

CAPTAIN HORATIO HORNBLOWER

COLOR BY TECHNICOLOR

GREGORY PECK · VIRGINIA MAYO IN "CAPTAIN HORATIO HORNBLOWER"
Screen Play by IVAN GOFF and BEN ROBERTS and AENEAS MacKENZIE
From the Novel by C. S. Forester • Adapted for the Screen by the Author
Directed by RAOUL WALSH

DOING THE JOB WITH

PICTURES--NOT SLOGANS

The Personalities who light up your marquee

JOHN AGAR
EVE ARDEN
HUMPHREY BOGART
MARLON BRANDO
DAVID BRIAN
JAMES CAGNEY
WILLIAM CAMPBELL
HELENA CARTER
STEVE COCHRAN
GARY COOPER
JOAN CRAWFORD
DORIS DAY
BILLY DeWOLFE
KIRK DOUGLAS
BETSY DRAKE
SCOTT FORBES
ERROL FLYNN
JOHN GARFIELD
VIRGINIA GIBSON
EDMUND GWENN
JUNE HAVER
JUANO HERNANDEZ
CHARLTON HESTON
ARTHUR KENNEDY
BURT LANCASTER
GERTRUDE LAWRENCE
VIVIEN LEIGH
FRANK LOVEJOY
GORDON MacRAE
RAYMOND MASSEY
VIRGINIA MAYO
DENNIS MORGAN
PATRICIA NEAL
GENE NELSON
ELEANOR PARKER
BARBARA PAYTON
GREGORY PECK
RONALD REAGAN
GINGER ROGERS
RUTH ROMAN
S. Z. SAKALL
RANDOLPH SCOTT
ZACHARY SCOTT
PHYLLIS THAXTER
RICHARD TODD
JOHN WAYNE
JANE WYMAN
PATRICE WYMORE

Warner Bros. Directors

RICHARD BARE DAVID BUTLER MICHAEL CURTIZ ROY DEL RUTH GORDON DOUGLAS
FELIX FEIST, JR. STUART HEISLER ALFRED HITCHCOCK WILLIAM KEIGHLEY JOSEPH H. LEWIS
EDWIN L. MARIN LeROY PRINZ LEW SEILER VINCENT SHERMAN JACQUES TOURNEUR
KING VIDOR GEORGE WAGGNER RAOUL WALSH BRETAIGNE WINDUST ROBERT WISE

Warner Bros. Producers

STEPHEN B. TRILLING, ASSOCIATE EXECUTIVE PRODUCER
ROBERT ARTHUR HENRY BLANKE LOUIS F. EDELMAN SAUL ELKINS BRYAN FOY
EVERETT FREEMAN GORDON HOLLINGSHEAD WILLIAM JACOBS
HARRY KURNITZ MILTON SPERLING ANTHONY VEILLER

Also Producing for Warner Bros.

CAGNEY PRODUCTIONS CHARLES K. FELDMAN GROUP PRODUCTIONS
NORMA-F. R. PRODUCTIONS TRANSATLANTIC PICTURES UNITED STATES PICTURES

Pre-Selling Pays Off for W.B. Product

Using personal appearance tours, special feature stories, civic figures and every phase of public relations, Warner Bros. has been concentrating for many months on intensive advance build-ups for its attractions. Results obtained are typified by "The Flame and the Arrow," an outstanding grosser in almost every situation in which it has opened, and which has just concluded a four-week engagement at the New York Strand Theatre.

Typical of the Warner promotion activity is the Burt Lancaster personal appearance tour in behalf of "The Flame and the Arrow." The star covered Chicago, Cleveland, Pittsburgh, Cincinnati, Washington, Baltimore, Albany, Buffalo, Boston, New Haven, Detroit, Kansas City and Oklahoma City, doing a sensational aerial acrobatic act in each town, capturing headlines for the Norma-FR production and boosting the take in each situation.

Author Aids 'Caged'

Warner is winning press coverage currently, and consequent sales build-up, for Ruth Roman's latest film, "Three Secrets." The actress has just wound up a two-week press tour on behalf of the U. S. Pictures production, during which she captured space in newspapers in New York, Boston, Philadelphia, Detroit, Cleveland, Pittsburgh, Buffalo, and Chicago.

Another productive promotion job was that done for "Caged," a good grosser. Via advertising, publicity and exploitation, unusual audience interest in the picture was established. Virginia Kellogg, author of the story, made a tour of key cities over the country, being interviewed on the sources of her first-hand information of life in a woman's prison. Stories and art on her tour received Coast-to-Coast attention in newspapers, radio and national magazines.

Tie-up for 'Pretty Baby'

In addition to the "Three Secrets" campaign being spearheaded by the Roman tour, Warners is currently tied up with a nationwide contest being conducted by Libby baby food and *Look* magazine on behalf of "Pretty Baby" and is also participating in a coast-to-coast promotion in all media for "Tea For Two" in cooperation with the Tea Bureau. Two chorines from the film, who will be given the titles Miss Hot Tea and Miss Iced Tea, are being sent on a nationwide press tour, tied up with the Tea Bureau's field public relations activities and also with a special "Tea For Two" dance devised by Gene Nelson which will be demonstrated over the country by the Fred Astaire Dance Studios. Local, regional and national radio coverage, special news events and features built around the "Tea For Two" girls are now starting to break, with a month-long tour of principal American cities due to start later in August.

New Faces Spark New Warner Films

In line with Warner Bros.' policy of building new stellar names, J. L. Warner has set in operation a casting and production program which is expected to build many new stars of importance.

Among performers for whom the studio envisions stardom in the near future are Charlton Heston, recently signed; Patrice Wymore, who will be seen in a dancing role in "Tea for Two" and a straight dramatic part opposite Errol Flynn in "Rocky Mountain," Barbara Payton, James Cagney's leading lady in Cagney Productions' "Kiss Tomorrow Goodbye" and a featured performer with Gary Cooper in "Dallas"; Helen Carter, who is also in "Kiss Tomorrow Goodbye"; Virginia Gibson, dancing in "Tea For Two"; Marlon Brando, who will be seen with Vivien Leigh in "A Streetcar Named Desire"; William Campbell, who appears in "Breakthrough"; Frank Lovejoy, who has a top role in the same picture; and also in the U. S. Pictures production, "Three Secrets"; Scott Forbes, who is in "Rocky Mountain" and Gene Nelson, who made a sensational debut as a dancer-actor in "The Daughter of Rosie O'Grady" and is now working with James Cagney in "The West Point Story."

Warner Bros. predict its new crop of talent will match the attainments of such recent stars as Doris Day, Ruth Roman, Virginia Mayo, Patricia Neal, Kirk Douglas, Richard Todd, Gordon MacRae, David Brian and Steve Cochran.

The studio is maintaining its policy of emphasis on star personalities, with a talent list that includes James Cagney, Gary Cooper, Joan Crawford, Betsy Drake, Errol Flynn, John Garfield, John Agar, Humphrey Bogart, Edmund Gwen, June Haver, Arthur Kennedy, Burt Lancaster, Gertrude Lawrence, Vivien Leigh, Dennis Morgan, Eleanor Parker, Gregory Peck, Ronald Reagan, Ginger Rogers, Randolph Scott, Zachary Scott, John Wayne and Jane Wyman, as well as Eve Arden, Billy De Wolfe, Juano Hernandez, Raymond Massey, Phyllis Thaxter, and S. Z. Sakall.

More than forty stars are included in the company's current production program.

Varied W. B. Schedule Set For Release

The most varied schedule of productions in Warner Bros.' history is currently awaiting release following the recent "see for yourself" meeting conducted at the company's Burbank studio.

In September Warners will present the Technicolor musical "Tea For Two," which stars Doris Day, Gordon MacRae, Eve Arden, Gene Nelson, Patrice Wymore, Billy De Wolfe, Virginia Gibson and S. Z. Sakall; "Pretty Baby," romantic comedy starring Dennis Morgan, Betsy Drake, Edmund Gwenn and Zachary Scott; and "The Breaking Point," based on a story by Ernest Hemingway, John Garfield starring with Patricia Neal, Juano Hernandez, Phyllis Thaxter and Wally Ford.

The U. S. Pictures' production, "Three Secrets," starring Ruth Roman, Patricia Neal, Eleanor Parker, and Frank Lovejoy, follows in October. In the same month Warner will present the film version by Charles K. Feldman Group Productions, of Tennessee Williams' "The Glass Menagerie," starring Jane Wyman, Kirk Douglas, Gertrude Lawrence and Arthur Kennedy. The world premiere of "The Glass Menagerie" is slated for the near future at the Radio City Music Hall.

November Slate

Errol Flynn's latest Western action drama, "Rocky Mountain," with Patrice Wymore and newcomer Scott Forbes is listed on the Warner release schedule for early November. James Cagney returns to the song-and-dance world in an unusual musical co-starring Virginia Mayo, Doris Day, Gordon MacRae and Gene Nelson, "The West Point Story," which will be presented around Thanksgiving time.

"Breakthrough," starring David Brian, John Agar and Frank Lovejoy, is next on the Warner list, followed at Christmastide by "Dallas," starring Gary Cooper, Ruth Roman, Steve Cochran and Raymond Massey with Barbara Payton.

More than a dozen other properties are in various stages of production currently on the Warner lot.

Hits Drive-Ins' Free Policy for Children

The policy of letting children into drive-in theatres for nothing was called "one of the worst things the industry has ever done," by James F. Sharkey, general manager of Cooperative Theatres of Michigan, Inc. Sharkey has just arrived here for a brief visit to confer with industry executives and view new product.

Sharkey asserted that the custom of giving youngsters free admission "gets them accustomed to expect to see films for nothing" and thus sets a bad habit as they grow up.

Sharkey declared that all business in Detroit is now enjoying "its highest in history in terms of people employed, wages and job security." Yet at the same time, Sharkey observed, film business is disappointing. Although unable to give a complete answer to the paradox, Sharkey did say that television has hurt "appreciably."

Sharkey returns to Detroit early next week.

He'll Be Sorry

CLEVELAND, Aug. 3.—L. C. Glaab has dismantled his New Broadway Theatre here and has converted it into a 20-lane bowling alley. He still has the Olympia here.

Temporary Shutdown

DELAWARE, O., Aug. 3. — Star Theatre, owned by Ray Watts, closes Saturday until Sept. 1 for remodeling.

Tax Ruling Halts Mexican Films Here

WASHINGTON, Aug. 3.—Recent tax rulings of the U. S. Internal Revenue Bureau have brought about a situation under which no Mexican films have been distributed in the U. S. during the first half of 1950, according to Commerce Department film chief Nathan D. Golden.

Golden said that in November the Bureau of Internal Revenue ruled that Mexican films shown here were subject to a 30 per cent withholding tax, and U. S. distributors of Mexican films refused to accept any more pictures. Mexican companies are currently negotiating with the Bureau to solve this problem, he stated.

The Commerce report declared that a total of 109 feature films were produced in Mexico last year, the highest output on record.

Holdup Wave Alerts Boston Exhibitors

BOSTON, Aug. 3.—Three Greater Boston motion picture theatre holdups during the past two weeks have alerted exhibitors and managers to remove cash from box-offices at more frequent intervals during the day and night. Cashier holdup victims report that the robberies were staged by young men in their teens and usually occurred at closing time.

Theatres held up were the Broadway, Chelsea; Warren, Roxbury; and Capitol, Everett.

WB-Pathe Shooting NY Thruway Film

ALBANY, N. Y., Aug. 3.—Warner-Pathe is making a film for the New York Thruway Authority to "tell the story of the Thruway." It is being shot in various sections of the state where portions of the motor thruway are under construction or have been completed.

The short, reported costing $34,000, will be available for screening in theatres and before civic and other organizations.

To Reopen in September

HARTFORD, Aug. 3.—The E. M. Loew's circuit has closed down the 1,200-seat Court Square Theatre, Springfield, Mass., for the remainder of the summer, intending to reopen the combination motion picture-vaudeville house, managed by John Silverwatch, about Labor Day.

Hope to Aid Blinded Veterans' Benefit

Bob Hope has accepted the honorary vice-chairmanship of the American War Blinded Veterans, Inc., and will act as the entertainment committee chairman for a fund-raising 'parade of stars' to be held at Carnegie Hall here on Sept. 23.

The organization was chartered recently for all men from the armed forces who were totally blinded in action and among its activities is the construction of a garden apartment development on Long Island with rehabilitation and recreational facilities for the veterans and their families.

Crescent President Doesn't Fear TV

NASHVILLE, Aug. 3. — "Crescent Amusement Co. will take television in stride—competition makes for better things, better living," declared R. E. Baulch, president of Crescent, which controls all but one Nashville theatre, in commenting on the fact that Nashville will have television by Sept. 15.

He continued: "Who knows? We may put TV sets with large screens in all theatre lobbies. If a patron doesn't like our movie, he or she can watch TV. Movies are part of our American way of life, just as are newspapers, magazines, ice cream cones, and arguments with your wife."

Theatres Balk at Brazilian Quota

WASHINGTON, Aug. 3.—Exhibitors in Rio de Janeiro have protested a government ruling that they display at least six Brazilian-produced films a year, according to the Commerce Department. The Brazilian theatres point out that only 17 films were produced all last year, and that most of these attracted the public only on opening day.

Theatres in Sao Paolo closed recently in protest against a state price control ruling which rolled admission prices back to the February, 1949, level. Authorities agreed to suspend enforcement of this ruling pending action by the Supreme Court, and the theatres reopened the same evening.

Law Makes Age No Bar to Mass. Jobs

BOSTON, Aug. 3.—Theatre cashiers, doormen, engineers, cutodians, matrons and those in managerial positions are covered by a state law signed yesterday by Gov. Paul A. Dever intended to bar discrimination because of age in employment of persons between the ages of 45 and 65.

Italy Is Regulating Theatre Construction

WASHINGTON, Aug. 3.—A new Italian decree, designed to avoid "disorderly and excessive competition" in exhibition, requires government approval for construction or modernization of theatres, the Commerce Department reported today.

U. K. Visitor Says Manager Key Man—Here and Abroad

(The author of this article is Jim Forsyth, a veteran British showman who recently completed an eight-week tour of the U. S., which covered 24 states and more than 1000 towns. His report appears in the current *Motion Picture Herald* and is reprinted here.)

In the 32 years that I have been connected with theatre operation of the Gaumont British circuit of theatres, I have had a persistent bug planted in my head—that one day I would find time to see America. I wanted to find out, first hand, what made this great nation tick and, more specifically, about American exhibition, of which I had heard so much.

At the start it occurred to me that too many British visitors glance at New York, then take a look at Hollywood, but rarely see anything of the "real America." So I decided that I would be different. Now, returning from my two-month tour, I may say that I have seen and met "real America." It was an amazing experience.

In the big cities I was most impressed with the exterior presentation and its definite effect on the passers-by. In comparison to British houses it was collectively superior, but then it must be recalled that such display would only be within the reach of London's "shop window" situations, and perhaps an occasional provincial city key house.

Neighborhoods Dim

The luster of show business was, however, missing in a number of neighborhood houses, many of which are only equal to and in some cases below, similar situations in Britain. It seemed to me that the big budgets were confined to the larger situations. In New York, Washington, Chicago, San Francisco and other cities I saw many excellent stage shows, entertainingly and well presented, enthusiastically received. Attendance there was good, especially when compared to other houses with no stage attractions.

I visited many houses where film is the only attraction. Quite a few are using all sorts of cunning tricks such as lighting prologues, musical interludes and small localized stage contests. These efforts, I thought, created an atmosphere of warmth and life.

I was impressed with the slick efficiency, the polite reception and the capable manner in which patrons were received and seated. This was the general impression, yet, like in our industry, I did find houses where there was an air of slackness and general inefficiency and this points up, the same as in Britain, that a good manager is the key to successful theatre operation.

In general, the visitor finds the suburban and provincial houses bright, attractive and well-run, but frankly, I can not say that I learned very much from these visits, because in Britain the standards of showmanship are very high, and quite on a par with the U. S.

Actually, in thinking over what I have learned from my inspection trip, I can say this: I know now that the troubles of the American exhibitor are precisely those of the British showman.

If the public want to see a film business is good. When the manager of a cinema is a good showman business is better. When both are bad it is time to investigate.

Sees 5 Doing Business

During the whole of my tour I found exactly five pictures that were doing business. Three were American and two were British. Many houses were complaining that business is poor, but I got the general impression that, if films are good, they manage to hold their own. Incidentally, what happened to that much-ballyhooed "Movies Are Better Than Ever" campaign? It wasn't much in evidence in the places that I visited.

Wherever I went there was comment on television, but I also sensed a weariness of films, excepting those that are outstanding or, by luck, have attracted the somewhat critical eye of the movie-goer. Many people seem to be turning to a new attraction. We have a somewhat similar situation in Britain, but then our television programs are not as numerous or varied and still are restricted.

The drive-ins naturally interested me, but I was somewhat disappointed with them. Somehow, I missed the whole effect of real cinema, the feel of mass enjoyment.

In traveling from one city to another, talking and observing, I must confess to a slight feeling of disappointment with the American exhibitor, the creator of showmanship and presentation. I somehow had the feeling that I was watching a champion boxer who had decided to rest on his laurels.

Sooner or later that "Champ" will be compelled to rise to the challenge and fight—either that, or lose his title.

Canadian Odeon Sets Personnel Changes

TORONTO, Aug. 3.—Odeon Theatres (Canada) has promoted Sam Hebscher to manager of the Palace Theatre, Hamilton, succeeding Robert E. Maynard, who resigned to take charge of the independent Seville art theatre in Montreal. Hebscher had been manager of the Hamilton Savoy.

George Robinson of the Odeon Theatre, St. Thomas, has been appointed Odeon manager at Owen Sound, succeeding Doc Thomas, now in the advertising business. William Bounsall, former chief artist of Odeon circuit headquarters here, has joined the art department of 20th Century Theatres, an affiliate of Famous Players Canadian.

Coburn in Bronze

Elisabeth Gordon, sculptress, will unveil a bronze, life-size head of Charles Coburn in honor of his 60th anniversary in show business, in a ceremony at her studio here today. Coburn is in town in connection with the campaign on "Louisa," Universal-International film in which he stars.

To Show German Films

MILWAUKEE, Aug. 3.—Reopening on Sept. 1 of Radio Theatre here, to show German-produced films is planned by Germania Films, a new Milwaukee corporation. The 600-seat house is leased for 10 years, and is being remodeled now. Mrs. Elisabeth Hoffmann, Wauwatosa, is president of the firm.

Banker Asks Better Check on Revenue

Distributors and producers will have to give banks better assurances that the funds accruing from film rentals are properly handled, says Edwin Van Pelt, vice-president of the Chemical Bank and Trust Co. which has some $5,000,000 to $10,000,000 invested in motion picture production. "That money must be properly handled," he says. "There must be a system whereby the bank's share is policed and watched rather than put into a general fund."

Chemical Bank and Trust, which specializes in loans for smaller-budget productions, so far has not lost "a single dollar" on its investments, Van Pelt reports.

Seven Start, 25 Shooting on Coast

HOLLYWOOD, Aug. 3.—The production tally dropped three points this week, for a total of 25. Four pictures were started, while seven were completed.

Started were: "American in Paris," Metro-Goldwyn-Mayer; "The Bowery Thrush," Monogram; "The Fat Man," Universal-International; "Raton Pass," Warner Brothers.

Completed: "The Valentino Story," Columbia; "Magnificent Yankee," Metro-Goldwyn-Mayer; "Footlight Varieties," "Mother of a Champion," RKO-Radio; "Call Me Mister," "The Jackpot," 20th Century Fox; "Cyrano de Bergerac," United Artists.

Swanson Completes Full 'Sunset' Tour

Gloria Swanson has completed a three-month tour of 31 key cities in the United States and Canada on behalf of her new starring film for Paramount, "Sunset Boulevard." She returned to Hollywood at mid-week, serving as hostess at a final preview screening for motion picture theatre owners and their wives, representatives of leading women's organizations and members of the Hollywood-Los Angeles press corps.

This promotion pattern has been repeated with variations across the country since May 8, when Miss Swanson began her personal-appearance exploitation campaign.

'Art' House in N. O.

NEW ORLEANS, Aug. 3.—A new theatre venture was launched in New Orleans this week. Fritz Paul, J. W. Proctor and Ned Parkhouse, Jr., all of New Orleans, have organized a corporation and taken over the Rio Theatre, renamed it Cinema '50 and are specializing in the showing of first-run foreign and domestic films.

Theatre Changes Policy

MILWAUKEE, Aug. 3.—The Alhambra, a Warner downtown "move-over" house, has shifted to a second-run theatre, operating on a 28-day clearance. Admission has been reduced from a top of 90 cents to 70 cents at night, and from 50 cents to 30 cents in the afternoon.

Kelly to Coast for Confab with Chaplin On Representation

Arthur W. Kelly, until recently executive vice-president of United Artists, will leave here on Monday for the Coast to confer with Charles Chaplin regarding sales representation on Chaplin product being released through UA.

Chaplin has asked Kelly to continue to act in behalf on sales of "City Lights" and presumably other reissues slated for later handling but the two have yet to get together for discussions on the matter since Kelly disassociated himself from UA.

While on the Coast Kelly intends also to arrange for production of "Half Caste," story property which he and screenwriter Barney Glazer own in partnership. They had planned to have the yarn filmed as an independent production about three years ago when Kelly had left the J. Arthur Rank Organization with which he was associated for a short time. However, he returned to UA shortly after and the production arrangements were dropped.

'U' Pay Offer

(*Continued from page* 1)

be settled. He said the company, while willing to grant a general wage boost in light of Universal's improved economic position and prospects, has demonstrated reluctance to make any such increase retroactive to the expiration date of the contract that is being renegotiated, Aug., 1949.

The union has been seeking from the company a seven per cent raise in conformance with the "formula" set up by the recent contract signed with Warners. The "U" offer is said to have at least matched that percentage figure. The Warner raise was accompanied by several months' retroactive pay.

H-63 will resume negotiations with "U" following the Aug. 14-18 "IA" international convention in Detroit, Moss said, adding that meanwhile the local "is going after" United Artists for a "formula" pay raise now that that company has virtually completed its administration realignment. Talks with UA had been discontinued pending the realignment.

'Irma,' 'Men'

(*Continued from page* 1)

year. Accompanied by Louis Prima's orchestra, Gary Morton and the Modernaires on stage, "Irma" drew about $13,500 on opening day, Wednesday, and continued at the same box-office pace yesterday for an estimated total of $27,000 for the two days.

Meanwhile, "The Men" with the stage presentation picked up speed during the latter part of its second week at the Music Hall and finished the stanza with approximately $125,000, representing good business and higher than earlier expectations. The film is now in its third and final week.

Buckley Intends

(*Continued from page* 1)

Fairbanks in the role of business manager and joined them in the original organization of UA. He is vice-president and a member of the board of directors of United Artists Theatres.

Buckley recently entered a hospital for surgical treatment, and recuperation is longer than anticipated.

Review

"Summer Stock"

(MGM) *Hollywood, Aug. 3*

FROM a marquee-power point of view this Joe Pasternak musical in Technicolor with Judy Garland, Gene Kelly, Gloria DeHaven, Eddie Bracken, Marjorie Main and Phil Silvers stacks up as sure-selling merchandise. And when it's at its best, as when Miss Garland is sizzling through her impeccably staged "Get Happy" song-and-dance number with a male chorus and when Kelly takes over a deserted stage to improvise a fastidiously casual tap routine, it's as splendid entertainment as its billing promises. By and large, the peaks to which it sometimes rises probably are high enough to offset the dips between, in the aggregate estimate of the paying public at this point in the exhibition year. The two numbers mentioned above are good for rousing applause in any exhibitor's auditorium.

Miss Garland, portraying an earnest farm girl with the makings of a musical comedy star, lives up to her fans' utmost expectations throughout the film, although some of her numbers are inferior to the handling she gives them. Similarly, Kelly is distinctly big-league in his dance sessions, more of which might have been included profitably in substitution for long stretches of pattern plot. Although much time is consumed in telling the story, written by Sy Gomberg and scripted by himself and George Wells, it's still the one about producing a musical show in spite of obstacles, an always serviceable tale given too much telling in this instance.

Nine songs, five of them by Harry Warren and Mack Gordon, are sung, danced, or both, in the course of the picture. Miss Garland sings her share of them with the verve, gusto and clarity which are her special gifts, and Kelly and Phil Silvers get big returns from their delivery of "Heavenly Music," a Saul Chaplin number, in caricatured country-bumpkin makeup. A big cast, all of whom seem equipped to join effectively enough in song or dance, supplies a lot of background for what goes on in the foreground.

The story has Miss Garland as a girl farmer whose stage-struck sister has invited Kelly, an aspiring producer, to bring his stage troupe to her farm and rehearse his show in the family barn. The troupe arrives, Miss Garland resents and resists, then relents on condition the actors help with the farm work, and you needn't have been in show business long to take it from there.

Charles Walters directed, Johnny Green and Saul Chaplin did the musical direction, and Nick Castle staged the dances.

Running time, 109 minutes. General audience classification. Release date not set.

WILLIAM R. WEAVER

20th to Release

(*Continued from page* 1)

There will be six musicals and six productions made abroad in the actual locales where their stories take place. These include "The Mudlark" and "No Highway," made in England; "Legion of the Damned," Germany; "Kangaroo," Australia; "Bird of Paradise," Hawaii, and "American Guerrilla in the Philippines," recently completed in its original locale.

Callahan pointed out that 20 of the 36 pictures are based on book or stage properties and, all told, some 93 stars will appear in the films. In addition to the company's regular contract players such Hollywood names as Danny Kaye, Burt Lancaster, Bette Davis, Celeste Holm, Joseph Cotten, James Stewart, Glenn Ford, Susan Hayward, Louis Jourdan, Alec Guinness, Irene Dunne, Marlene Dietrich, Claudette Colbert, Jeff Chandler and others have been specially engaged for the various productions.

Attending today's meeting were branch managers James M. Connolly of Boston and Ben A. Simon of New Haven; Roger Ferri, New York; Edward X. Callahan, Jr., John Peckos, John B. Carroll, John A. Feloney, and Sam Berg of Boston and Sam Germain and Salvatore Popolizio.

Ferri, editor of the *Dynamo*, 20th-Fox publication, also addressed the group.

Inspect Ceilings

NASHVILLE, Aug. 3.—Following the recent collapse of a portion of the ceiling of the Bijou Theatre here and reports of a similar collapse at the Park in Richmond, Va., local building inspection staffs in many Tennessee towns are cooperating with theatre owners in testing ceilings of their houses. Damage suits totalling about $40,000 are now pending in Nashville courts as result of Bijou accident although no one was seriously injured.

Short Subject

"House of Mercy"

(This Is America-RKO)

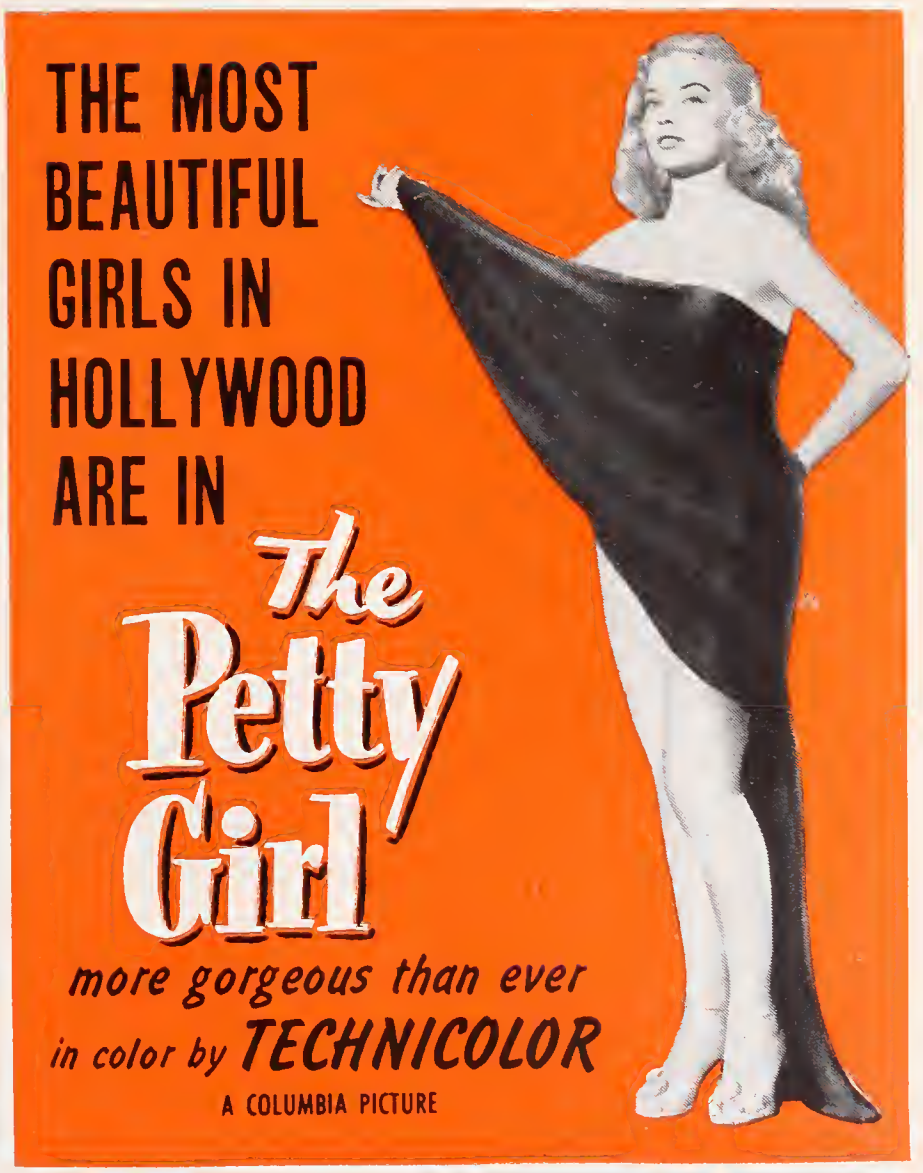
An interesting glimpse into the workings of a hospital is provided in the latest issue of This Is America. Explored is not so much the big, metropolitan institution but rather the comparatively modest structures found in the country's fair-sized cities.

The subject stands up well in the series. The cameras take the audience through the wards, operating rooms, laboratories, X-ray rooms, etc., and tell in direct fashion the role played by the hospital in the community. Running time, 15 minutes.

Wallis to Start Fall Shooting on Four

Hal B. Wallis, now in Europe, will start work on four new films for Paramount next fall following his return, the company says. His schedule includes: "The Stooge" with Dean Martin and Jerry Lewis, "Night Man," a Burt Lancaster starrer, "Quantrell's Raiders," to star Charlton Heston, and "Sound of Years," which will be directed by Robert Rossen.

While in Europe, Wallis will attend the world premiere of "September Affair" in Rome sometime in September. He will also be on hand for the film festival at Venice, where "September Affair" will be an entry.



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NEW YORK *CHICAGO* *HOLLYWOOD* *LONDON*

Hughes,Brandt

(*Continued from page* 1)

DAILY, stem from the fact that there must be guarantees that Hughes will be in a position to dispose of his 24 per cent interests in RKO Theatres when the circuit is divorced from RKO production-distribution on Jan. 1 and Brandt will be in a position to take over at that time. Attorneys now are at work putting this into legal terminology.

Reports that Brandt might not have secured complete financing commitments are of no concern to the Hughes side, a spokesman for which said this is a matter between Brandt and his backers. It was made clear that there have been no obstacles yet to materialize of such a nature which would make a collapse of the deal likely, although the "deferred delivery" complications might mean more time for completion of the transfer than had been indicated earlier.

Backing Brandt is Kuhn, Loeb & Co., New York banking firm, which is to float a bond issue to cover the purchase. Based on a formula arrangement, the price must be more than eight dollars per share for Hughes' 929,020 shares.

TOA Ties Future

(*Continued from page* 1)

Goldenson drew attention to the pictures, which he termed "excellent."

TOA's decision to give business a chance to pick up before holding the meeting rests on the conviction that improved conditions would have an important bearing on a number of decisions which the executive group must make. Moreover, conditions as they now stand are said to require the active attention of the executive committee members to the operations of their individual theatre enterprises.

A recent addition to the agenda of the committee's next meeting, which may take place this month, is discussion of a proposal for a cooperative arrangement in setting up youth clubs and combatting juvenile delinquency which has been submitted by Junior Americans of the United States, which, like TOA, is a member of the Mid-Century White House Conference.

JAOUS is headed by Mayor Milton A. Gibbons of Tuckahoe, N. Y., and has for its executive vice-president Eli Gottlieb, former merchandising counsel for Columbia Pictures. Chartered in 1936 by New York State as a non-profit, non-sectarian membership corporation, JAOUS has developed over the years ambitious youth recreation promotion plans which it aims to put in force with the cooperation of the film industry, according to Gottlieb. He pointed out that his organization has been tied in with promotion of United Artists' "So Young, So Bad."

In addition to the proposal submitted to TOA, the JAOUS is seeking to establish independent arrangements with a number of New York Metropolitan Area circuits. Gottlieb said. He added that one of the organization's aims is to bring about war effort activity, such as tin can collections, through the joint efforts of youngsters and motion picture theatres.

Franchise to Federal

Film International of America, Inc., has granted a franchise to Federal Film Co. of Boston for the distribution in the New England territory of all International product.

Reviews

"The Desert Hawk"

(*Universal-International*)

A ROMANTIC outdoor adventure drama in Technicolor is presented in Universal-International's "The Desert Hawk." Fashioned along familiar story lines, the picture has the charm of lush scenery and costumes, pretty girls and clashing swords. Leonard Goldstein's production realizes what it sets out to be—relaxing escape drama.

Romance and intrigue are the chief themes of the picture which features Yvonne DeCarlo and Richard Greene in the lead. The story elements involve an evil prince, played with unctuous villainy by George Macready. It is Macready's pleasure to oppress the people of the desert, while the people's major defender is represented by Greene, a blacksmith, who in Robin Hood fashion rides forth with his tiny band of men to avenge evils. The languorous role of Princess Shaharazade, daughter of the mighty Caliph of Bagdad, falls to Miss DeCarlo. Macready's plans to strengthen his position by marrying Miss DeCarlo are completely upset by a strategem of Greene's. Greene poses as the prince, marries Miss DeCarlo, and takes to his heels leaving a mess of complications behind. Fight and flight between the forces of both men ebb and flow until a major crisis is reached when Miss DeCarlo falls into the conspiratorial grip of Macready. It takes considerable feats of derring-do by Greene to rescue Miss DeCarlo. At this point Miss DeCarlo and Greene realize they love each other despite some previous tiffs.

Others in the cast are Jackie Gleason, an aide to Greene, and Joe Besser, who provides the clownish touch.

Frederick de Cordova directed from a formula screenplay concocted by Aubrey Wisberg, Jack Pollexfen and Gerald Drayson Adams.

Running time, 77½ minutes. General audience classification. For August release.

MANDEL HERBSTMAN

"Vigilante Hideout"

(*Republic*)

THE latest in the Allan "Rocky" Lane series offers what the customers expect—an hour of sustained action and gunplay. Eddy Waller as a shrewd but eccentric inventor carries the burden of comedy and is a leavening agent in what might be merely routine Western antics.

The story has Lane, a range detective, entering a town where mysterious cattle robberies have occurred. He soon suspects that the miserable herd is not what the robbers want; that, instead, the repeated raids are to draw attention from something occurring in town. He discovers, too, when mysterious elements seem after him, that one character in particular, Don Haggerty, may be his enemy. He discovers later, in a flurry of action, that Haggerty has been using an abandoned copper mine beneath the town to gain proximity to the bank with a load of dynamite. He foils the plan, and Haggerty inadvertently blows himself up.

Running time, 60 minutes. General audience classification. Release date, Aug. 6.

"Jungle Stampede"

(*Republic*)

AS a jungle documentary, "Jungle Stampede" is a cut above par for two main reasons: the photography is excellent and the editing is judicious.

The film relates the story of two explorers, George Breakston and Yorke Coplen (they are also associate producers with the former directing), who set out to make a photographic record of animal life, and the lives of certain jungle tribes. The expedition is broken up into three parts—the journey from Nairobi to the Land of the Pygmies; the trip from the pygmy territory to that of the Masai tribe; and the Masai tribe itself.

As the safari makes its way through thick jungles, swamps, caves, across rivers, etc., it encounters the usual adventures associated with this kind of exploration. Much of the material shown here doesn't appear too new, although it is all very well presented. The fights between the various beasts are exciting.

Ronald Davidson does a capable narrating job, and Herman Schopp, as diretcor of photography, gets the most out of his medium.

Running time, 60 minutes. General audience classification. Release date, July 29.

'IA' Position

(*Continued from page* 1)

future American production in Britain under it.

Yesterday Walsh was making preparations here for his departure today for Detroit where he will preside at "IA" board meetings. He was unavailable for comment on the remittance agreement.

At a press conference in June he had suggested that it would be "a good idea" to have Coast labor represented in subsequent Anglo-American remittance talks in an advisory capacity, but that never materialized.

The sole representative of Coast studio labor on the "IA" board is Carl G. Cooper, the union's seventh vice-president.

Walsh will be accompanied to Detroit by members of the union's New York staff, all of whom will remain there for the duration of the biennial convention Aug. 14-18.

Grant Deferments

(*Continued from page* 1)

join reserve units of the armed forces. In the event of stepped up draft calls, however, the present list was expected to be whittled down drastically.

Radio and television were also listed as essential.

The classification "includes establishments producing and distributing motion picture films, exhibiting motion pictures in commercially operated theatres, and furnishing services to the motion picture industry."

MPEA Board

(*Continued from page* 1)

are no more meetings scheduled to discuss the subject many telephone conversations will follow among the board members and the MPAA chief to iron out various aspects for which there was not time to deal with at yesterday's brief parley.

Moreover, it will be necessary for individual company executives to confer among themselves before commitments beyond the "in principle" ones given yesterday are forthcoming, it was understood. One company president said at the conclusion of the meeting that it probably will "take days, weeks or months even" before an unqualified affirmation of the agreement is received from the American industry as a whole. The announcement of the agreement on Thursday stipulated that the so-called Anglo-American "technicians" committee would require considerable time to hammer out the details of the agreement which, in itself, was reached "in principle" by the negotiators.

O'Hara with Johnston

Johnston and his assistant, Joyce O'Hara, a member of the "technicians" committee, arrived in New York by plane from London late yesterday afternoon. The MPEA board, which is comprised of company presidents and foreign managers, had been alerted earlier to stand by for an emergency meeting. It was barely two hours before the meeting that they knew definitely that the meeting would be held yesterday.

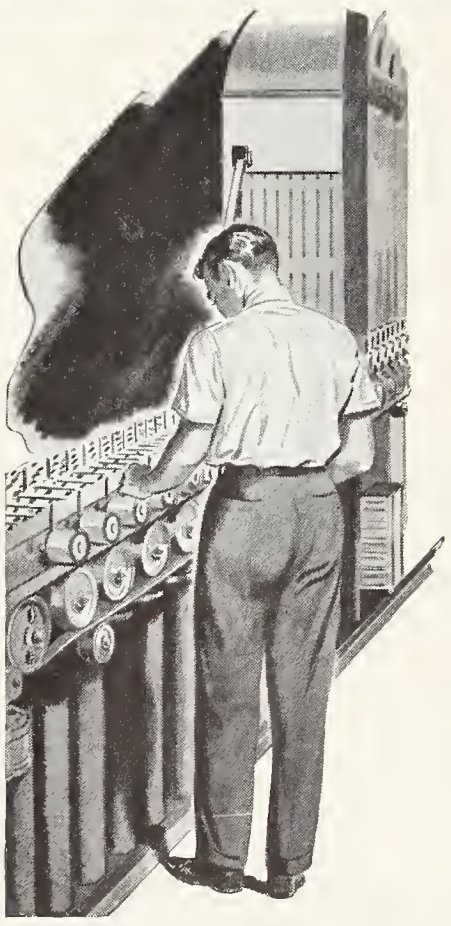
Interviewed briefly following the meeting's adjournment, RKO Radio president Ned E. Depinet conceded in reply to a question that the new agreement "does not define" those elements in which Hollywood labor has been interested. In other words, according to Depinet's statement, the question remains whether the bonus provisions relating to American expenditures on film production in Britain will be detrimental to Hollywood labor from its point of view. The details which the "technicians" committee will hammer out in due course will hold the answer to that question, it would appear.

29 Attend

Present at the meeting were: Nicholas M. Schenck, Nate Blumberg, Jack Cohn, Harry Warner, Depinet, Paul V. McNutt, Irving Maas, J. Robert Rubin, Arthur Loew, Morton Spring, Al Daff, Samuel Schneider, Joseph McConville, Arnold Picker, John Glynn, Richard Altschuler, John J. O'Connor, William Clark, Phil Reisman, Maurice Silverstone, Francis Harley, Abe Schneider, George Weltner, William Osborne, Theodore Hope, Jr., O'Hara, Francis Harmon, John G. McCarthy and Sidney Schreiber.

The Perfect Guest

MCMINNVILLE, Tenn., Aug 3.—Congressman Estes Kefauver recently accepted an invitation to spend a weekend at the summer home of Cowan Oldham, local chain theatre operator, on Barren Fork River, near here. The Congressman didn't seem to mind at all when he discovered a six-foot rattlesnake, with 18 rattles, near a swimming hole in the river. He went to the house, obtained a shovel, killed the snake and resumed his swim.



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Talk Deal for Hughes' Stock In Picture Co.

Lawrence Green Bids for RKO Production Control

While negotiations are continuing at top-speed on Howard Hughes' sale of his eventual controlling stock interest in the divorced RKO Theatres to Harry Brandt's Trans-Lux Theatres Corp., Hughes also has been approached for possible purchase of his holdings in RKO production-distribution.

When RKO's reorganization plan is completed on Jan. 1, 24 per cent of the stock of the two new companies to be formed will pass to Hughes. He is legally required to relinquish control of one of the two.

Bidding for the production-distribution shares is L. Lawrence Green, former RKO board member, who, when asked about a deal said, "talks are going on but it is still in the embryonic stage." He would neither confirm nor deny that he has offered approximately $3,000,000 for the stock.

(*Continued on page 4*)

USSR Registers MPEA Trade Mark

Motion Picture Export Association's trademark has been registered in the Soviet Union some two years after the original application was filed, it was reported on Friday by Irving Maas, MPEA vice-president and general manager. Documents issued by the Soviet Ministry of Trade verifying the registration were received in New York this week.

"Registration of the trademark does not necessarily indicate that the Russians are ready to buy American films," said Maas.

"On the other hand," he added, "that country's refusal to register the trademark could have been interpreted

(*Continued on page 4*)

NLRB Hears SAG Bid for Elections

HOLLYWOOD, Aug. 6. — Informal hearings on petitions by the Screen Actors Guild for three elections, to cover studios belonging to the Association of Motion Picture Producers, the Society of Independent Motion Picture Producers and the Independent Motion Picture Producers Association respectively, were held

(*Continued on page 2*)

UA Non-Committal On US-UK Pact

United Artists was the only Motion Picture Export Association member company which did not approve the new Anglo-American film agreement at the MPEA board meeting here last week, it was learned on Friday. All the other companies approved in principle the results of the recent London negotiations as reported by Motion Picture Association of America president Eric A. Johnston.

Paul V. McNutt, UA board chairman, who represented the company at the meeting, indicated at that time that he was not authorized to commit UA, it was said.

Lazarus, Jr., Leaving U.A.

Paul N. Lazarus, Jr., on Friday announced his resignation as acting general sales manager of United Artists. The last ranking executive of the former Gradwell Sears regime, Lazarus had been assured of continuity with the company, but it is understood the offers made to him by the new management lacked terms definitive enough to satisfy him.

Paul N. Lazarus, Jr.

Consequently he decided to resign

(*Continued on page 4*)

CALL COMPO MEET TO FACE CRISIS

RKO May Buy Out Reade

RKO Theatres and Walter Reade are underway with negotiations on splitting their partnership in the ownership of Trenton-New Brunswick Theatres with the talks centered on RKO's purchase of the Reade interests.

Under order of the New Jersey Superior Court, Trenton, the two must agree to some form of settlement on the split or a decree directing dissolution of the joint operation will be entered on Thursday.

At one time, RKO, which owns 50 per cent of the 12-theatre circuit, offered to buy out the interests of Reade and the estate of Frank Storrs, which Reade represents, at a cost of $1,600,000. The proposal was cut to $1,500,000 subsequently but Reade refused, countering with a proposal to buy out RKO at the book value of the stock, which was considerably less than the RKO bid.

The dispute led to the court action instituted by RKO seeking dissolution of the divided ownership.

Ia.-Neb. Allied Asks ELC Omaha Office

ELDORA, IA., Aug. 6—Allied Independent Theatre Owners of Iowa and Nebraska has adopted a resolution strongly protesting the closing of the Eagle Lion Classics offices in Omaha and "urgently demanding" that ELC reopen and maintain an office in that city "for the convenience and service of Omaha exchange territory.

(*Continued on page 2*)

Executive Committee Is Summoned Here Wed. to Decide Future Course

A crisis in the continuity of the Council of Motion Picture Organizations will be faced at a meeting of the executive committee called for the Hotel Astor here on Wednesday, it was learned at the weekend.

The crisis arises from objections which have been raised by member COMPO units, notably Theatre Owners of America, to the recently adopted COMPO resoluton providing for industry cooperation with the government during the war emergency through COMPO.

TOA, primarily, has taken exception to the resolution, insisting upon retention of its individual, organizational freedom of action in whatever its members may be called upon by government agencies to do in furtherance of the Korean war effort.

COMPO's executive committee is

(*Continued on page 4*)

Rembusch Assails COMPO Dissidents

FRANKLIN, Ind., Aug. 6.—Allied States president Trueman T. Rembusch hit at opposition groups within the Council of Motion Picture Organizations in a statement released here on Friday, which said "we are amazed and disappointed that in the emergency growing out of the Korean situation any faction in the motion picture industry should withhold complete cooperation."

Stressing that Allied States led the way in asking for industry cooperation with the government through COMPO, Rembusch said that "if the tremendous opportunity for united industry action is destroyed by

(*Continued on page 4*)

$13½-Million Films Budget Asked for 'Truth Campaign'

WASHINGTON, Aug. 6.—A budget for motion picture spending of nearly $13,500,000 is included in the State Department's "truth campaign" plans, hearings before the House Appropriations Committee released Friday revealed. Authority to spend $11,017,833 in the current fiscal year in addition to the $2,450,000 provided for in the general appropriation bill now approaching a Senate vote was asked.

The additional sum includes an item of $3,845,237 earmarked for additional film production. It is to include, Herbert Edwards, head of the film operation, told the Congressmen, 221 reels —53 of documentaries, 40 of animated cartoons, 70 of news magazines and local coverage, 58 reels for a feature cartoon and weekly newsreels. In addition, 196 reels are to be acquired from the motion picture industry and private producers for $276,000—about $1,408 per reel.

Edwards asked for funds to the equiv-

(*Continued on page 4*)

Senate Group Also Bans Ticket Ceiling

WASHINGTON, Aug. 6.—The Senate Banking and Currency Committee voted Friday to exempt motion picture tickets and advertising rates charged by the press, radio and other media from any possible future price control.

It adopted the same amendment the House had voted a day earlier to its Economic Controls Bill.

Personal Mention

HOWARD DIETZ, MGM vice-president and advertising-publicity director, is scheduled to return here from the Coast on Wednesday.

•

VALDA F. HANCOCK, secretary to THEODORE SMITH of the Motion Picture Association of America's international division, was married on Saturday to GEORGE WAGNER of White Plains, N. Y.

•

HARRIET BALLINGER JOHNSTON,—daughter of ERIC JOHNSTON, president of the Motion Picture Association of America, and MRS. JOHNSTON, has become engaged to WILLIAM CARLIN FIX of Seattle.

•

SAMUEL GOLDWYN, who was scheduled to leave here for the Coast this week, has postponed his departure momentarily.

•

AB WEISBORD of MGM's advertising and art departments left at the weekend for a vacation.

•

JACK CARTER of *Woman's Home Companion* has returned from a three-week vacation.

•

DAN TERRELL, MGM exploitation head, returns today from vacation.

Max Shoolman, Was Boston Circuit Owner

BOSTON, Aug. 6.—Max Shoolman, 75, of Brookline, Mass., philanthropist and realtor, died Thursday at the Beth Israel Hospital here.

With the late William J. McDonald he built the Metropolitan Theatre in Boston. Shoolman was a partner of the late Nathan H. Gordon in the Olympia Theatres, Inc., of Boston. These theatres were later sold to Paramount Publix and are now known as New England Theatres, Inc., operated by United Paramount Theatres.

Funeral services were held today at Temple Israel here.

Rosenberg, Margolies Buy 'Blue Angel'

Distribution rights to "The Blue Angel," UFA film which brought Marlene Dietrich to screen stardom have been acquired by Max J. Rosenberg and Albert Margolies from the Alien Property Custodian.

The picture, directed by Joseph von Sternberg, will be released by Classic Pictures, distribution organization headed by Rosenberg for the past several years. Tentative reissue date is Sept. 15.

Lowe to Europe

Al Lowe, newly-appointed head of the United Artists foreign department, will leave here tomorrow for a tour of France, Switzerland, Belgium and England in an effort to iron out difficulties which independent producers releasing through UA have been encountering in those countries.

Tradewise . . .

By SHERWIN KANE

THE most heartening note to come out of the recent London negotiations on convertibility of the industry's earnings in Britain, it seems to this observer, was Eric Johnston's statement last week that American motion pictures may be accorded a free and open market in the United Kingdom "within measureable time."

Harold Wilson, who as president of Britain's Board of Trade reflects his government's attitude in such matters, is in accord with Johnston that the ultimate aim of Anglo-U. S. film trading should be the establishment of an open market in Britain for our films.

Free and open markets are an American aim. If Johnston has convinced British government officials in key trading posts of the ultimate wisdom of the policy, then he has performed a valuable service not only for the American motion picture industry but for American trade in general, and for Britain, too.

It remains to be seen whether Wilson's agreement with Johnston that unfettered commerce in motion pictures should be an ultimate aim in Britain sits well with Wilson's ascetic superior, Sir Stafford Cripps, Chancellor of the Exchequer, who, heretofore, has been such a staunch adherent of the administrative school which believes that most objectives are to be accomplished by restrictive legislation.

•

As an interim measure, the proposed new remittance agreement with Britain appears to be wholly acceptable.

It does not penalize the American industry in the event of failure to match past performance in investments in British production, as was first proposed. On the other hand, it does reward those American companies which, in the course of normal operation, find it advisable to produce in Britain or to distribute British pictures here.

The new agreement is not prejudicial to the interests of Hollywood labor. It does not put compulsion upon production companies to make in English studios what might as well, or better, be made in Hollywood. It merely rewards American companies for producing in Britain whatever ordinary business judgment would recommend being made there in any event.

Importantly, it sets no precedent for compulsory production abroad which might be duplicated by kindred legislation in other countries, the world around.

Finally, the new agreement in principle disposes of the wholly unsatisfactory and trouble-breeding consequences of the so-called "B" pool arrangement of the original remittance pact. Under the provisions of the "B" pool, the industry here lately found companies which had not distributed any British pictures whatever, or only a minimum, claiming a share of compensation earned by a few companies which took British pictures wholesale and distributed them here.

The new arrangement, quite properly, will reward only those individual companies which buy British picture distribution rights and which distribute British films in this market. The percentages which will determine the amount of bonus, over and above each such company's share in the basic $17,000,000 of convertible sterling, which will accrue from such investments in British production and participation in British film distribution, remains to be set.

The principle of such individual bonus payments, however, is eminently fair to American companies and advantageous to Britain.

• •

The new United Artists' management has had but three weeks in which to work, hardly time in which to accomplish anything vital enough on which to base or pass judgment. Nevertheless, the impression created in the industry to date already is vigorously critical, largely because, in the pursuit of new blood and viewpoints, the management has not spared men who have given their entire business lives to UA.

Some of those lopped from the payroll have been men who had been with the company since its founding. Others had given a quarter of a century and more to its service. Some were given a week's pay, some two weeks', with their peremptory notices of dismissal. Several of them were ill; several in hospitals.

The company's new management has declared that its immediate policy is one of "first things first."

Many observers thought product for United Artists was a "first thing." Their confusion now stems from the current demonstration that "housecleaning" takes precedence over product.

Newsreel Parade

RUSSIA presiding at the UN and the war in Korea are current newsreel highlights. Other items include the "peace" rally in New York, the marine reserves called up and Joe Louis in training. Complete contents follow:

MOVIETONE NEWS, No. 63—Russia presides at UN session. U. S. troops prepare for Korean counter-attack. "Peace" rally riot in New York. Pres[illegible] Truman greets girl students. Joe Lo[illegible]aining.

NEWS OF THE DAY, No. 297—Soviet return brings crisis in UN session on Korean war. Marine reserves called up. Red riots in New York. Joe Louis on comeback road. Billiards. Heat drives divers daffy.

PARAMOUNT NEWS, No. 100—Leathernecks called up. Korean fighting. Joe Louis trains for comeback. Crib of the future. Debate at UN. Soviet Deputy Jakob Malik assumes Security Council Presidency.

TELENEWS DIGEST, No. 31-B—Korea: space for time. Propaganda war in UN. Marines call reserves. Formosa: Chiang builds new army. Jehovah's Witnesses convention. New York spy probe. "Peace" riots.

UNIVERSAL NEWS, No. 375—Fighting on the Korean front. UN session presided over by Jakob Malik. Peace rally riots in New York. Sport world news: rodeo in Oregon.

WARNER PATHE NEWS, No. 102—Korean war. Russia back in UN. Australia's Meznies before Congress. First war dead home. Marine reserves off to duty. Joe Louis trains again. "Peace" rally. Midget wrestlers.

Skouras Hails Films, NT Sets Drive Date

LOS ANGELES, Aug. 8.—Plans to launch National Theatres' long-awaited $150,000 "Movies Are Better Than Ever" campaign on Sept. 1 were formulated here on Friday at a meeting of company presidents, presided over by Charles Skouras, NT president.

Extolling forthcoming product from all studios as "the best in industry history," Skouras said nothing stood in the way of better business that "hard work and showmanship" could not overcome.

ELC Omaha Office

(*Continued from page* 1)

The resolution stated that many of the organization's members declare that they cannot and will not contract for further ELC pictures unless this is done.

In New York, Bernard Kranze, ELC general sales manager, said the Omaha office was closed for reasons of economy for an experimental period, and that at the termination of the period it will be decided if it is advisable to reopen the offices or not.

NLRB-SAG

(*Continued from page* 1)

Friday at the NLRB office here.

Purpose of the elections is to "protect motion picture actors against an attempted jurisdictional raid by Television Authority," SAG says.

Meanwhile, John Larkin, Screen Writers Guild representative to the Western branch of the National Television Committee, left here by plane yesterday for New York to discuss contract terms with the Eastern branch.

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COMPO Crisis

(*Continued from page* 1)

expected to determine at Wednesday's meeting whether it will compromise with TOA and others who may stand with it on the resolution, or proceed without the dissidents. In the latter eventuality, the future of COMPO's effectiveness is at stake.

The executive committee meeting also is scheduled to take up the question of the designation of an executive vice-president, chief, permanent administrative officer, and the subject of finances for the organization.

It was decided at the last executive committee meeting in Chicago that member organizations of COMPO should act promptly to approve or disapprove the plan to finance COMPO by the recommended contribution of one-tenth of one per cent of film rentals and to begin payments, on approval, by Sept. 1. It is understood that none of the dues-paying members of COMPO have as yet taken such action, with the deadline for the start of payments little more than three weeks away.

In fact, the finance committee, of which Sam Pinanski, TOA president, is chairman, has held no meeting since the Chicago session, the only one of the five working committees created at Chicago not to have held a meeting.

There is a possibility that the meeting will be extended through Thursday, it was indicated, in which event all of the five committees appointed at Chicago will be called upon by Ned E. Depinet, COMPO head, for reports of progress. The committees, in addition to Pinanski's finance group, are: program and planning, membership, personnel, and organization.

Rembusch

(*Continued from page* 1)

any faction for selfish reasons the members of that faction must suffer the condemnation of all loyal Americans."

Rembusch quoted in full two letters received in reply to Allied States' offer of cooperation, which originally suggested the use of COMPO as central agency. One was from President Truman, signed by John R. Steelman, and the other from Secretary of Treasury John W. Snyder. Both accepted the offer and paid tribute to industry aid in other emergencies.

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Review

"The Black Rose"

(20th Century-Fox)

THE MARK of production splendor shines throughout "The Black Rose," a historical adventure drama, which 20th Century-Fox filmed in England and North Africa. Under a global release schedule, the two-hour Technicolor spectacle will have premieres in 25 countries in six continents during September and October.

Starring Tyrone Power and Orson Welles, the production has enough in it to satisfy almost every cinema taste. It is obviously headed for good commercial showings. Despite these many sturdy merits, there are times, however, when the sprawling drama is wanting in a more sustained pace. The vehicle also serves as the American debut for the adorable, baby-faced French actress, Cecile Aubry.

Set in the time of the Saxon-Norman feuds during the 13th Century, the story recounts the adventures of Power, the illegitimate son of nobility, who leaves England in a vow never to serve a Norman king. Taking flight with Power is Jack Hawkins, and together they head for the legendary countries of the East seeking fortune, adventure and knowledge.

After some initial incidents they join a caravan of Mongol troops who are carrying gifts to the Kubla Khan in Mongolia under the diabolical leadership of Welles, as menacing a war lord as one may want to encounter. Among the gifts being taken to Kubla Khan, is a slave girl, Miss Aubry, known as the Black Rose. In time Power and Miss Aubry fall in love. Power helps Miss Aubry and Hawkins escape the caravan and later he meets up with them in China. As the film based on Thomas B. Costain's novel has it, the presence of the two Englishmen in China is taken as a fulfillment of an old prophesy. Thus they are accorded every lavish need, but, however, they are kept in constant custody.

The three finally escape. Hawkins is killed, Miss Aubry disappears, and Power makes his way back to England, bringing with him the knowledge of the compass and gunpowder. As a result of his exploits, Power is knighted and as a final touch for the happy ending, Miss Aubry, a captive of Welles, is sent to Power in a gesture of admiration.

There are numerous exploitation scenes in the picture that are excellent and Henry Hathaway has directed them with an adroit touch. Louis D. Lighton produced from the screenplay by Talbot Jennings.

Running time, 120 minutes. General audience classification. Set for September release.

MANDEL HERBSTMAN

'Truth Campaign'

(*Continued from page* 1)

alent of 253.3 full-time employees—164.5 more than the 88.8 provided for in the present bill. The present bill provides for 44 employes in Washington and 53 in New York, but the expanded program calls for a total of 130 people in Washington and 173 in New York, as well as 68 overseas.

The Department has 148 mobile units out now, Edwards explained, reaching an estimated 115,000,000 people per year. Shooting at screenings for half a billion people per year, he said the Department wants to purchase another 184 units at an average cost of $4,500 for a total of $828,000.

Other equipment to be bought from the $2,037,225 earmarked for equipment includes 2,318 projectors and screens at $325 each ($753,350), 463 converters, generators, transformers, etc., costing a total of $196,775, and equipment for proposed production centers at Manila, Bombay and Rome to cost $224,600.

Edwards did not go into detail on matters of cooperation with the commercial film industry.

During the hearings Mark Ethridge, head of a special Presidential advisory committee on international information programs, told the Congressmen there is a serious question still to be worked out on the extent of cooperation between private producers and the State Department. He explained that private producers have refused to book documentaries and educational films into theatres overseas because they fear they would lose at the box-office.

But, he added, "I understand that some discussions are being initiated between motion picture producers and the State Department in an effort at least to ameliorate that situation."

Lazarus, Jr.

(*Continued from page* 1)

on Friday but will remain at his office through this week. His decision to leave the company having just been made, Lazarus has no plans for the future as yet.

Both Frank L. McNamee, new UA president, and Max Kravetz, corporate secretary who has been taking a key role in the overhauling of personnel, had made it known they were anxious for Lazarus to stay and expressed regret at his decision to resign.

Lazarus was appointed executive assistant to the president, Sears, in January, 1949, and while he lacked the title he functioned largely as general sales manager under Sears. His responsibilities and duties further increased when Sears became ill about 10 weeks ago and never returned to the company. Settlement of Sears' contract is expected shortly.

Lazarus joined UA as director of advertising and publicity in 1943 following a post at Buchanan & Co. as motion picture account executive, and with Warners in advertising posts. A graduate of Cornell, he entered the industry with Warner in 1933.

MPEA Trademark

(*Continued from page* 1)

to mean that the Russians had given up all serious intentions of acquiring American films. Even though the action may be little more than a formality, the official cognizance of our trademark revives some possibility that Russian movie goers might yet get to see Hollywood films."

The film agreement negotiated with the Kremlin by MPEA president Eric Johnston nearly two years ago called for the purchase of American feature pictures in blocks of 20-for-$1,000,000.

Magazine Reviews Hollywood Morals; Crime Rate Low

Pointing out that the incidence o crime is 60 times greater in Kansa City and sex crimes 84 times greate in New York than in Hollywood, th September issue of *Modern Scree* comes to the defense of the film cap ital's morals in a special eight-pag report on the subject.

According to Lloyd Shearer, au thor of the lead article in the sectio Hollywood's "bad reputation" stem in a large part from cases publicize more than a score of years ago, suc as the Fatty Arbuckle scandal, th William Desmond Taylor murder, an Wallace Reid's addiction to morphin Actually, he writes, in the last 1 years only 10 out of 15,000 acto have been involved in major scanda and, on the crime front, Hollywoo has had only two murders and si prostitution cases since 1935.

In another article, Hedda Hopp places the blame for unfavorable pul licity on a handful of stars who a continually getting into trouble.

Legion Gives Four Class 'B' Ratings

Four films have been given "B classification—"Morally objectionab in part or all"—by the National L gion of Decency. They are "All Qui on the Western Front," Realart r issue; "The Furies," Paramoun "Kiss Tomorrow Goodbye," Warner and "No Way Out," 20th Centur Fox.

Columbia's "Streets of Gho Town" has been rated in Class A a four are Class A, Section 2, namel Paramount's "Union Station," Mon gram's "Triple Trouble," ROK "Bunco Squad" and 20th-Fox's "T Black Rose."

'Petty Girl' Star to Join Stage Bill

Columbia will launch a nation campaign in behalf of its "The Pet Girl" with the arrival here Thursd from the Coast of Janis Carter, st of the film, and four "Petty girls The group will be part of the sta show at the Capitol, where "Pet Girl" will have its premiere on Au 17. Following their New York a pearance, Miss Carter and the "Pet girls" will go on tour.

Green's RKO Bid

(*Continued from page* 1)

Hughes always has been more i terested in film-making than exhibiti and, in fact, already has informed t Federal Court here that he has deci ed to relinquish his interests in t new RKO theatre company when comes into being. Obviously, ho ever, there is nothing to restrain hi from selling out in both compani and, incidentally, taking a neat pro on his investment.

When Hughes acquired the RK stock from Floyd Odlum's Atlas Co about two years ago it was said t purchase price was approximately $ 000,000. As his deal with Brandt now shaping up, he figures to coll over eight dollars per share for l 929,020 shares of theatre stock, pr ably amounting to a total of about $ 000,000.

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VOL. 68, NO. 26 NEW YORK, U.S.A., TUESDAY, AUGUST 8, 1950 TEN CENTS

Brandt-RKO Deal Talks Resume Today

Reasonable Progress Made,' Decision Sought

With what was described officially as "reasonable progress" continuing to be made in the negotiations by which Harry Brandt's Trans-Lux Theatres would acquire Howard Hughes' controlling 24 per cent interest in RKO Theatres, following divorcement, principals in the negotiations will resume meetings here today.

The current sessions are expected to attempt to resolve some of the complicated problems linked with transfer of the Hughes' holdings to Trans-Lux on a post-divorcement basis. The complications were encountered last week and resulted in delaying closing of the deal for what still is an undetermined length of time.

It was learned, however, that Noah Dietrich, RKO board chairman and Hughes' representative in the negotiations, and Thomas Slack, Hughes' at-

(Continued on page 10)

See Allport, Chriss, Warren, Others on UK Pact Group

LONDON, Aug. 7.—American representatives on the technicians' committee which will work out details of the agreement in principle on a new Anglo-US remittance pact are expected to include F. W. Allport, Motion Picture Association of America London manager; Thorkild Chriss, London vice-president of the Bank of America; John Warren, accountant who managed the financial affairs of the earlier agreement, and nominated secretaries of U. S. companies here.

(Continued on page 10)

Gammell Again Head Of West N.Y. MPTO

BUFFALO, Aug. 7.—George Gammell today was re-elected president of the MPTO of New York, Western New York zone. Other officers re-elected are Robert Hayman, Niagara Falls, and Merritt Kyser, East Aurora, vice-presidents; Henry Dillemuth, treasurer, and Marion Gueth, secre-

(Continued on page 3)

McDonald Assails Halpern's Charges on Phonevision

CHICAGO, Aug. 7.—Charging that Nathan Halpern, television consultant of Theatre Owners of America, in a recent statement made "ill-advised and unsupported" claims with respect to the income which might be expected for film producers from the operation of Phonevision if it should be approved as a regular commercial service, E. F. McDonald, Jr., president of Zenith Radio Corp., has made the following reply:

"Halpern, in estimating the extent to which owners of television receivers may be expected to pay for the privilege of seeing class 'A' movies in their homes, is apparently indulging in wishful thinking. He has estimated a ridiculously low figure, without having the benefit of the extensive survey which Zenith Radio has conducted throughout the country to determine to what extent the public is willing to pay for high-class television entertainment such as class

(Continued on page 7)

Brisk Grosses At N.Y. Runs

Newcomers at New York's first-runs this week showed considerable vitality while a number of holdovers spurted ahead of the previous week's gross. The box-office picture generally added up to a bright one, with managers crediting improved weather for much of the gain.

"My Friend Irma" at the Paramount, accompanied by Louis Prima's orchestra, Gary Morton and the Modernaires on stage, was heading for an excellent opening week of $98,000. With the exception of the Bob Hope appearance and "Samson and Delilah" the film gave the house its biggest business in about a year.

A resounding $35,000 first week

(Continued on page 10)

Elect Pinanski CPI Board Chairman

Samuel Pinanski, head of New England Theatres, yesterday was elected chairman of the board of Cinema Productions, Inc., which was formed by a number of nationally-prominent circuit heads in company with independent producer Lester Cowan who will make the three-dimensional films in which the company will specialize.

At yesterday's meeting, which was held in the offices of Century Circuit here, Cowan was named executive vice-president. The following, who had been named temporary officers of the new company, were made permanent officers: M. A. Lightman, president;

(Continued on page 3)

Reeves Takes Over Cinerama Process

Hazard E. Reeves, head of Reeves Sound Studios here, and associates have acquired control of the Cinerama process from the corporation formerly controlled by Laurance S. Rockefeller and Time, Inc., it was announced here yesterday. Fred Waller and W. French Githens, with Reeves, will continue as chief executive officers.

Plans for production of a film to utilize the process, which is said to give a third dimensional effect by the use of a huge curved screen, have been set with Waller acting as producer. A showing on Broadway is scheduled for early in November.

(Continued on page 10)

Canadian Industry to Organize Its Resources in Case of a General War

Toronto, Aug. 7.—In view of the threatening international situation, the Canadian film industry contemplates the organization of its resources to aid the country's cause once more. In the last war, much work was accomplished by the Canadian Film War Services Committee, headed by J. J. Fitzgibbons as its national chairman and comprising exhibitors across the country.

Said a spokesman for the Motion Picture Industry Council of Canada: "The motion picture industry stands ready to do its part again in the event of a war. What a glorious part it played in the last war, doing an outstanding job in helping Canada's cause!" The chairman of the Council, formed last October at Ottawa to stimulate public relations on a cooperative basis is Famous Players' president Fitzgibbons.

TOA, Favoring A WAC, Hopes For Agreement

To Seek Rebirth of Prior Effort at COMPO Meet

Theatre Owners of America representatives will enter tomorrow's critical meeting here of the Council of Motion Picture Organizations executive board hopeful that an agreement will be reached on the question of setting up under COMPO's aegis a war activities program.

This was indicated yesterday as TOA stalwarts revealed that the exhibitor organization, which has taken exception to the COMPO resolution providing for industry cooperation with the government through COMPO during the war emergency, is prepared to throw its full weight behind a program patterned after that which was carried out during the last war by the industry War Activities Committee.

TOA's objection to the resolution,

(Continued on page 7)

DuPont Increases Cost of Raw Stock 5%, Effective Now

WILMINGTON, Del., Aug. 7.—Increasing costs of production have made it necessary to raise prices of nitrate motion picture film an average of 5.3 per cent, the DuPont Company announced today. The change is effective with shipments as of today.

Major types of film affected are nitrate release positive, which was increased from $11 to $11.50 per thousand feet, before taxes, and nitrate sound stock from $13.00 to $14.50 per thousand feet. Prices of safety stocks remain unchanged.

Bernhard Sees Pact This Week on ELC

Meetings scheduled for the latter part of last week between Eagle-Lion and Film Classics for the purpose of resolving merger difficulties were put over to this week.

Joseph Bernhard, FC president and board chairman of the *de facto* Eagle Lion Classics, said on Friday that he

(Continued on page 10)

Lippert Sets 12; Budget Is $2-Million

HOLLYWOOD, Aug. 7.—Robert L. Lippert's company will produce 12 features for the new season on a total budget exceeding $2,000,000, which is the same amount spent on 39 films in the past year. New product will include three in Cinecolor's new three-color process, and all will run 70 to 90 minutes.

Experience with "Baron of Arizona" and "Rocketship XM," coupled with results of research conducted with big circuit and independent exhibitors, prompts this change in policy, according to Lippert, who contends the "out-and-out 'B' picture is fast losing its hold."

Announcement issued by the studio says "of his 12 forthcoming pictures Lippert expects that at least half will turn out to be 'A' pictures, but the box-office will determine that." The season's product will be released at the rate of one per month, with concentrated sales effort on each.

Goldfarb to Leave U.A. on Friday

Robert Goldfarb has resigned as personnel and office manager of United Artists. "Goldfarb's decision to resign was acceded to with regret by the new management," a statement from the latter declared.

Goldfarb has been with United Artists for 14 years as accessory sales manager, assistant general sales manager and as assistant to the executive vice-president. Prior to his association with United Artists, he was with Columbia for seven years.

Goldfarb will terminate his duties on Friday and after a three-week vacation will announce a new affiliation.

Loew's Books 'Men' For Aug. and Sept.

Stanley Kramer's "The Men" has been booked for all Loew's key-city situations across the country through August and September, United Artists, distributor, has announced.

With this booking, the film, now in its third week at the Music Hall here, has been booked into 50 key-city situations.

M-G-M Office Site Sold

CHARLOTTE, Aug. 7.—The building occupied by M-G-M here has been sold by the Pyramid Life Insurance Company to an out-of-town buyer as an investment. There will be no change in the occupancy.

Approve Sunday Shows

CHARLOTTE, Aug. 7.—The board of aldermen of the city of Newton, N. C., has voted to permit Newton theatres to operate on Sundays from 1:30 P.M. until 11:30 P.M.

Personal Mention

FOSTER M. BLAKE, Universal-International Western sales manager, left here last night for Chicago.

•

SAMUEL ROSEN, Fabian Theatres treasurer and vice-president, and MRS. ROSEN have announced the engagement of their daughter, HELEN NORMA, to DR. JACOB LOUIS YELLIN.

•

MRS. HERBERT OCHS, wife of the Cleveland drive-in circuit owner, has left St. Elizabeth's Hospital, Dayton, and is convalescing at the Dayton home of her daughter.

•

JAMES E. SCOVILLE, pioneer Cleveland exhibitor, who retired several years ago, is visiting that Ohio city from his present home at Tucson.

•

JACK BERNSTEIN, RKO Radio Cleveland branch manager, and MRS. BERNSTEIN are vacationing at Orillio, Canada, their former home.

•

SAMUEL P. CORNISH, manager of the Niantic Theatre, Niantic, Conn., and MRS. CORNISH are celebrating their 31st wedding anniversary.

•

FLORENCE CHAMBLEE has resigned from the Universal-International Atlanta exchange to join the Lippert office there.

•

DAVID H. COPLAN, International Film Distributors managing director, has returned to London from New York.

•

BERNIE MENSCHELL, a partner of the Community Amusement Corp., Hartford, has married IRMA SINGER of that city.

•

JERRY PICKMAN, Paramount assistant advertising-publicity director, returned here yesterday from the Coast.

•

HARRY SPANN, formerly with Film Classics at Atlanta, has joined Kay Exchanges there as a salesman.

•

EZRA STERN, Los Angeles film attorney, is here from the Coast.

KING VIDOR, director-producer, will sail from here today for Europe on the *S. S. Queen Elizabeth.*

•

ELEANOR GLOWER, purchasing agent at San Francisco for United Paramount and formerly a theatre manager in Michigan, has been appointed manager of the St. Francis Theatre in that city.

•

FRED SCHANBERGER, son of J. LAWRENCE SCHANBERGER, owner of Keith's Theatre, Baltimore, has been called into active service as a captain with the Air Force.

•

JEFF LIVINGSTON, head of advertising-publicity for Universal-International's special films department, is in Cleveland and Columbus from New York.

•

JOHN B. TURNER, editor of *Films in Review,* has left here for Europe, where he will attend the Venice Film Festival.

•

CHARLES THALL, California Theatres executive manager, and MRS. THALL are vacationing in Eastern Canada from San Francisco.

•

CHARLES C. MOSKOWITZ, Loew's vice-president and treasurer, has returned from the Coast following studio conferences.

•

ED LURIE, Western Classics publicity representative, is in New York from Denver.

•

CLOYD STREET has become head booker for Realart in Des Moines.

•

JAMES HENDERLING, M-G-M studio auditor, has returned to the Coast from Nairobi, Africa.

•

JOE O'BRIEN, shipper at M-G-M's Boston office, has been called to the armed services.

•

VIRGINIA KENNEY of M-G-M's Cincinnati branch, has returned to that city from New York.

Award for 'No Way Out'

Linda Darnell, who is scheduled to arrive here from the Coast on Thursday to help promote the premiere of her latest film, 20th Century-Fox's "No Way Out," at the Rivoli on Aug. 16, will make personal appearances at RKO, Skouras, Randforce and Centruy theatres here on Friday, Saturday and Sunday. The picture will be cited in a special award to be given by The New York Foreign Language Press Film Critics Circle.

Campaigns Against DST

CLEVELAND, Aug. 7.—Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Association, states that about 2,000 petitions, each with 30 signatures favoring repeal of daylight saving time have been turned into the city council in a move to have the issue placed on the November municipal election ballot. Names of 25,000 registered voters in the last municipal election are required to put it up to a vote.

Critics Select 'Arrow'

CLEVELAND, Aug. 7.—"The Flame and the Arrow" was named the best picture released locally during July by the Cleveland Film Critics Circle, established as a feature of the local "Showmanship Drive." Second choice was "Winchester 73," with "Fifty Years Before Your Eyes" in third place. W. Ward March, *Plain Dealer;* Omar Ranney, *Press,* and Arthur Spaeth, *News,* comprise the Film Critics Circle.

John Jarvis on His Own

ATLANTA, Aug. 7.—John Jarvis, former special sales representative for Kay Exchanges, Atlanta, has opened a theatre in Woodstock, Ga., and the Dixie Booking Office here.

Cincinnati Tent to Golf

CINCINNATI, Aug. 7.—The annual golf tournament of the Cincinnati Variety Club is scheduled for Aug. 21 at the Summit Hills Country Club.

'Greater Movie Season' in Mich.

Lansing, Mich., Aug. 7.—Endorsement of the period to Sept. 2 as "Greater Movie Season" was provided by Governor G. Mennen Williams in a letter to M. F. Gowthorpe, president of W. S. Butterfield Theatres, Inc., sponsors of the promotion.

"At no time in our history has the need for r[illegible]ation and entertainmen[illegible] been greater," wrote Gov. Williams. "In this period the complex problems we all face have placed motion picture theatres in the forefront in this respect. The continuance of high standards in the entertainment field is a goal which can only be achieved through the co-operation of all in the industry.

'Panic' Bow Honors U.S. Public Health

WASHINGTON, Aug. 7.—Premier[illegible] showing of Paramount's "Panic in th[illegible] Streets," to be held at the Playhous[illegible] here tomorrow night in honor of th[illegible] U. S. Public Health Service, will b[illegible] attended by a number of top rankin[illegible] government officials, including cabine[illegible] members, and many foreign envoys, i[illegible] is reported here. Oscar A. Ewing[illegible] Federal Security Agency head, an[illegible] Dr. Leonard A. Scheele, U. S. Sur[illegible] geon-General, and their wives wil[illegible] greet the distinguished audience.

Aid N.C. Safety Plan

CHARLOTTE, Aug. 7. — The motio[illegible] picture houses of North Carolina ar[illegible] taking an active part in promotin[illegible] highway safety. One minute traile[illegible] films have been distributed to th[illegible] state's more than 600 theatres, accord[illegible] ing to Cliff Pace of Chapel Hill, N. C[illegible] chairman of Gov. Kerr Scott's ad[illegible] visory committee on highway safety

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Marlon Brando - Teresa Wright
in STANLEY KRAMER'S
"THE MEN"
Released thru United Artists
SPECTACULAR STAGE PRESENTATION

Paramount Presents
"MY FRIEND IRMA GOES WEST"
A HAL WALLIS PRODUCTION
JOHN LUND · CORINNE CALVET · DIANA LYNN
DEAN MARTIN · JERRY LEWIS
with MARIE WILSON as Irma
PARAMOUNT TIMES SQUARE
in Person LOUIS PRIMA AND HIS ORCHESTRA
GARY MORTON
TOMMY & MARGOT CONINE
and THE MODERNAIRES
Midnight Feature Nightly

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Urges Popcorn Film To Hop Corn Sales

Eldora, Ia., Aug. 7. — Suggestion that a popcorn supplier or the Popcorn Association produce a film for theatre use which would tell the public about popcorn production, processing, and handling in theatres, is contained in the latest bulletin from Iowa-Nebraska Allied.

Such a reel, it was suggested, should be similar to the candy industry's short film, "The Sweetest Story Ever Told," which, the bulletin observes, "sure sold candy."

Arthur Hits Films For 'Intelligentsia'

St. Louis, Aug. 7.—The "intelligentsia" type of film-goer never has supported the motion picture industry, and never can be counted upon to do so, Harry C. Arthur, Jr., president of Fanchon & Marco Theatres, declares in a letter addressed to Joseph Mankiewicz, president of the Screen Directors' Guild.

Arthur wrote to Mankiewicz taking exception to statements which he said the latter made in an article by Ezra Goodman in the Los Angeles *Daily News*. According to Arthur, the article "implied quite strongly that virtually all the blame (for the decrease in film revenue) belonged on the shoulders of the exhibitors of the nation."

Arthur wrote that the blame for declining grosses rests rather with producers who pander to the intelligentsia. The members of this class of filmgoers, he declared, attend theatres perhaps once a month, or once in six months or a year if they note a picture particularly to their own liking. Yet, continued Arthur, it is to this type that "we have catered in the production of sophisticated films . . . in the fallacious hope that he and his small group of fellow-thinkers will swell the 80,000,000 (regular patrons) into an even more sizable figure."

Continued Arthur: "But what actually has happened? True, we received a few visits from this fellow. But at the same time, we completely disregarded our 'bread and butter' fans—and drove them from our midst . . . Instead of entertainment, we gave them doses of celluloidal psychiatry, realism, sadism, illness, death and inter-racial relations—and we wonder why business is off!"

Hallmark to Hold Three-Day Confab

Wilmington, Ohio, Aug. 7.—Zone managers and exploiters of Hallmark Productions will assemble at the Mayfair Hotel, Buckeye Lake, for a three-day conference beginning Friday. General manager Jack Thomas said the meeting would include personnel of the U. S. and Canada.

Kroger Babb, Hallmark president, will plane in from Los Angeles to attend the meetings. He will sparkplug a clinic on exploitation and advertising. Hank Adams, national sales manager, will head a clinic on selling. Thomas will steer the regular business affairs.

Cabart Wins Suit Dismissal After Majors Had Settled

Los Angeles, Aug. 7.—U. S. District Judge Leon R. Yankwich here has ordered dismissal of the damage suit filed by Eulah and Ivan C. Hanson of the Atlantic Theatre, Long Beach, Calif., against the Cabart Theatre Corp., St. Louis Amusement Co., Milton B. Arthur and Harry C. Arthur, Jr., which charged the defendants with violation of the Sherman Anti-Trust Act. Damages sought totalled $1,711,000, but the litigation was vacated by Judge Yankwich with prejudice against its being re-filed, following a voluntary dismissal request by the plaintiffs.

The dismissal with prejudice is said by the defendants to constitute judgment adversely to the claims of the plaintiffs, and vindicates the defenses maintained by the defendants, who claimed that, instead of being engaged in conspiracy with production and distribution companies, as was alleged by the plaintiffs, the defendants themselves were "even greater victims and more greviously damaged than the plaintiffs, insofar as grants of runs and clearances for films had been given to theatres operated by their respective companies, by the distributors and producers."

In May, 1946, the Hansons filed the original suit, jointly against the aforementioned defendants, together with 20th Century-Fox, Loew's, RKO-Radio, Warner Brothers, Republic, Universal, Columbia, Paramount, United Artists, Fox West Coast and National Theatres, totalling $511,000.

In Nov., 1949, production and distribution company defendants, and National and Fox West Coast Theatres collectively entered into a financial settlement of approximately $38,000 in compromise and settlement of the Hanson claim. Cabart, St. Louis Amusement, and Milton and Harry Arthur refused to make settlement, declaring that their operation of theatres in Long Beach did not interfere with runs or clearances of the Atlantic Theatre, and that the two operations were too widely separated, geographically, to constitute competition. Following the settlement with the major film companies, the Hansons pressed the litigation further, against the remaining four defendants, and increased the damages sought to the $1,711,000 figure.

H. A. Waestmann and E. W. Sheridan of Clock, Waestmann and Clock, and Russell Hardy, represented counsel for the defendants.

Swanson on Air for 'Sunset' Build-up

Following her 31-city tour in behalf of the film, Gloria Swanson is now underway with a schedule of radio and television appearances as part of the "Sunset Boulevard" campaign.

Miss Swanson has appeared on three shows so far and others lined up include "William Tusher in Hollywood," "Carnation Family Party" and Steve Allen's program, all originating on the Coast.

Four TV Trailers for 'Sunset Boulevard'

Four television trailers will be used to promote "Sunset Boulevard," according to Max E. Youngstein, Paramount Film Distributing Corp. advertising-publicity vice-president. Two of the trailers will run 20 seconds and two will run a full minute. They are offered as a package through National Screen Service.

Backs 'Bushel Basket' Film Deal Proposal

Eldora, Ia., Aug. 7.—Leo F. Wolcott, board chairman of Allied of Iowa-Nebraska, has endorsed the Pacific Coast Conference of Independent Theatre Owners proposal that one or more of the distributors revive the late Carl Laemmle's Universal "bushel basket" deal. The deal included a feature, comedy, shorts and newsreel once a week at a rental of $12.50 for the lot for a series of weeks.

Name Ed Constantine

Atlanta, Aug. 7.—President Ed Stevens, of Stevens Pictures, Atlanta, has appointed Ed Constantine manager of the New Orleans branch. He replaces Bill Butz, who went to Dallas to direct sales and operation of the New Orleans and Dallas offices.

Loew Poli Meet on 'Black Rose' Plans

Managers of the Loew Poli-New England Theatres, headed by Harry F. Shaw, division manager, will meet with Lou Brown, publicity director, and Oscar A. Doob, Loew's New York executive, to lay out a selling campaign for 20th Century-Fox's "Black Rose" at the Colony Beach Club, New Haven, Aug. 11. Stirling Silliphant, of 20th Century-Fox's home office staff who has been handling the national advertising plans for the picture, will preside.

Ia.-Neb. Allied Has Children's Show Plan

Eldora, Ia., Aug. 7. — Iowa-Nebraska Allied is urging member theatres to set up "Going Back to School Shows" for young people.

Organization's latest bulletin states that under the plan free exhibitions can be held for youngsters, or other arrangements inspired by "imagination and showmanship" can be devised. Members in Eldora will conduct nickel admission matinees Aug. 21-22 in cooperation with the Chamber of Commerce here.

Gammell Again

(*Continued from page* 1)

tary. Jack Reid was elected sergeant-at-arms.

Three new directors were named: Tom Walsh, Comerford Theatre, Binghamton; George Biehler, Palace, Hamburg, and Lester Pollock, Loew's, Rochester. Two new alternate directors also were elected, Hayman and George H. McKenna, Buffalo.

Four new vice-presidents were elected: Vincent R. McFaul, Buffalo; James H. Eshelman, Buffalo; Worth Dittrich, Dunkirk, and Constantine Basil, Buffalo.

M-G-M Color Schedule at Record Level

Establishing a new precedent for the number of Technicolor pictures in work at one time, M-G-M has six before the cameras at its Culver City studios. Recently started were "Mr. Imperium," starring Lana Turner and Ezio Pinza; "Royal Wedding," co-starring Fred Astaire, Jane Powell and Peter Lawford with Sarah Churchill; "An American in Paris," starring Gene Kelly; and "Across the Wide Missouri," the next Clark Gable vehicle. Some time ago "Quo Vadis," with Robert Taylor and Deborah Kerr, was put into production at the Cinecitta Studios in Rome. This was followed by "Vengeance Valley," featuring Burt Lancaster and Robert Walker.

In addition to these, M-G-M released two color attractions in July, "Duchess of Idaho" and "The Happy Years." For August, there are "Three Little Words" and "Summer Stock," the former starring Fred Astaire, Vera Ellen and Red Skelton, with Arlene Dahl; the latter film starring Judy Garland and Gene Kelly with Gloria DeHaven.

In September, there will be "The Toast of New Orleans," starring Mario Lanza and Kathryn Grayson. "King Solomon's Mines," with Deborah Kerr and Stewart Granger, and "Two Weeks—With Love" with Jane Powell and Ricardo Montalban will be the November Technicolor releases. In December the schedule calls for "Kim," starring Errol Flynn, and "Pagan Love Song," headlining Esther Williams and Howard Keel.

Also, there is "Annie Get Your Gun," now being given special handling and for which no release date has been set by William F. Rodgers, sales vice-president. Recently completed was "Shep of the Painted Hills," the next Lassie picture. This, too, has not yet been scheduled for release.

Pinanski Elected

(*Continued from page* 1)

Fred J. Schwartz, treasurer, and Ben Trustman, attorney for Pinanski, secretary.

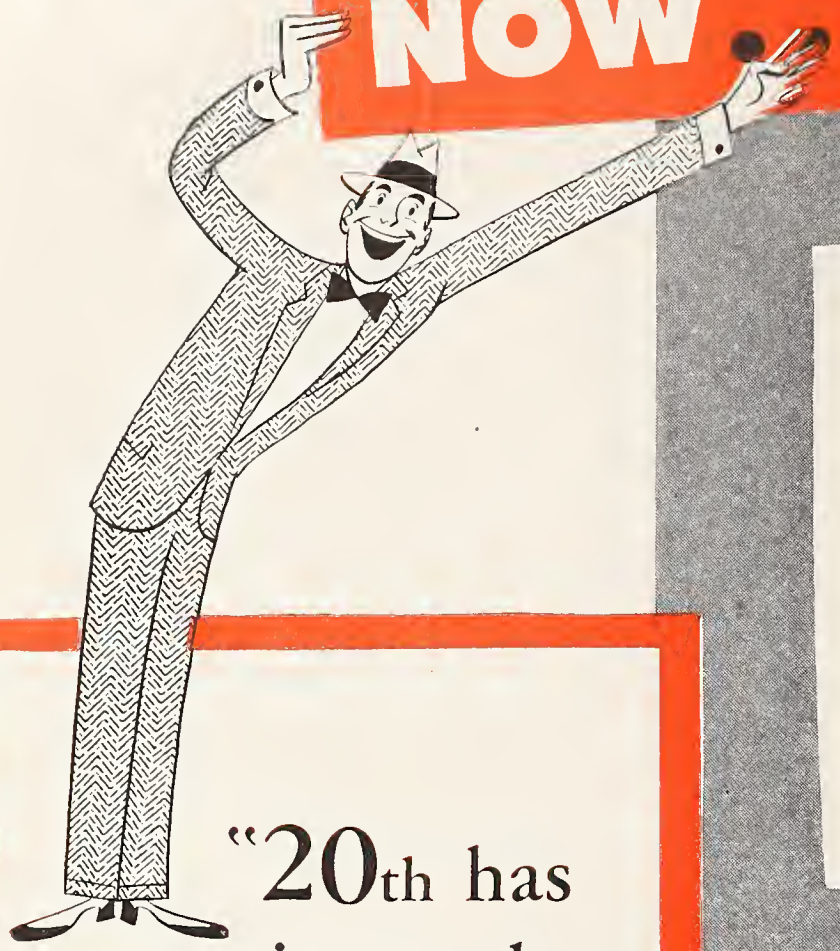
Lightman reported that the meeting discussed "in general terms" a budget for the company's initial production, "The Customer Is Always Right," which Cowan is in the process of casting. The company is tied in with Polaroid Corp., which will provide special cameras as well as colored glasses for use in viewing the picture when it is screened.

Lightman left New York yesterday for Memphis where he makes his headquarters as head of Malco Theatres. Cowan, here from the Coast, will remain several days. Pinanski is not expected to return to Boston until after the meeting of the Council of Motion Picture Organizations executive board, of which he is a member, tomorrow and Thursday.

Honor 20th's Joe Lee

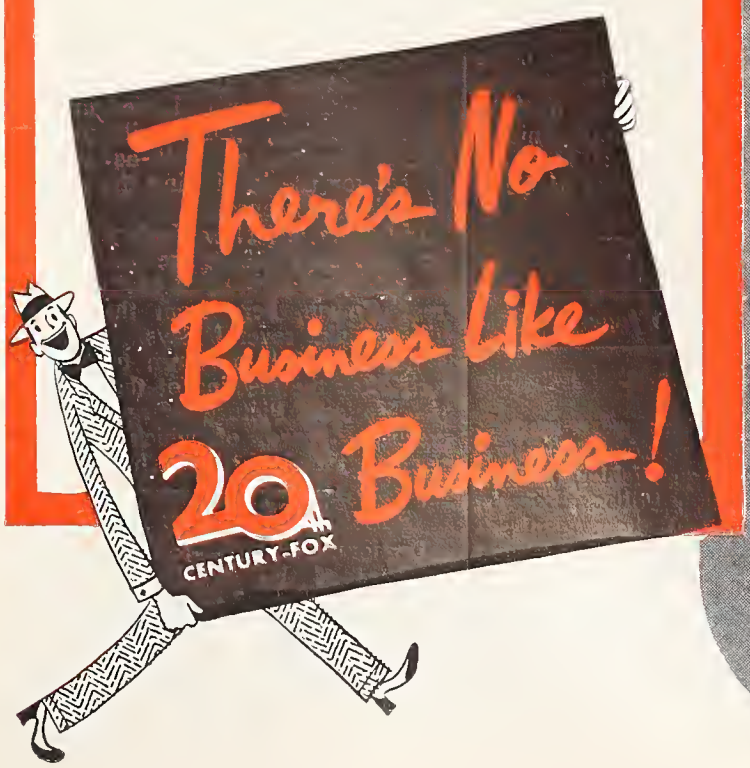
Detroit, Aug. 7.—Joseph J. Lee, manager of the 20th-Fox exchange here, was guest of honor at a luncheon given by local exhibitors upon his 25th anniversary with the company. The office staff presented him with a silver money clip.

NOW . . . 3 QUALITY



"20th has consistently led the field in the quality of its films . . . by verdict of the boxoffice."

–Time Magazine



AUGUST

BROKEN ARROW

TECHNICOLOR

Broken Records everywhere! *Your* Big Box-office break-through! James Stewart, Jeff Chandler, Debra Paget!

STELLA

A sensation in the mid-west! Victor Mature takes Ann Sheridan! With David Wayne!

THE CARIBOO TRAIL

CINECOLOR

It's paved with gold! Starring Randolph Scott, George "Gabby" Hayes and Victor Jory!

SEPTEMBER

THE BLACK ROSE

TECHNICOLOR

The $500,000 campaign makes it your Labo Day date! Tyron Power, Orson Welles and Cecile Aubry!

MY BLUE HEAVEN

TECHNICOLOR

Arthur Godfrey says "The 1950 musical with heart!" Starring Bett Grable! Dan Dailey!

PANIC IN THE STREET

Elia Kazan creates th excitement of the year Starring Richard Wic mark, Paul Douglas Barbara Bel Geddes!

PICTURES A MONTH!

OCTOBER

wash for...

no way out

MR. 880

One wonderful picture! One wonderful cast! Burt Lancaster, Dorothy McGuire and Edmund Gwenn!

THE FIREBALL

The First drama of the Roller Speedways—the world's most dangerous sport! Mickey Rooney, Pat O'Brien.

NOVEMBER

ALL ABOUT EVE

All about the Sexes—and why there are Two! Bette Davis, Anne Baxter, George Sanders, Celeste Holm, Gary Merrill, Hugh Marlowe.

TWO FLAGS WEST

Unfurling the banner of high adventure! Joseph Cotten! Linda Darnell! Jeff Chandler! Cornel Wilde!

I'LL GET BY

TECHNICOLOR

Dances by Haver; *Love* by Lundigan; *Kisses* by de Haven; *Songs* by Day; *Trumpet* by James, *get it!*

DECEMBER

AMERICAN GUERRILLA IN THE PHILLIPINES

TECHNICOLOR

The Timeliest picture of the year! Tyrone Power and Micheline Prelle — find romance and great adventure.

FOR HEAVENS SAKE

TECHNICOLOR

That BELVEDERE Man does it again—for *your* sake! Clifton Webb, the Joan's Bennett and Blondell, Robert Cummings!

THE GUN

(Tentative Title)

The first picture starring Lee J. Cobb following his sensational "Death of a Salesman" B'way stage triumph!

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO
June 25	(June Releases) GOOD HUMOR MAN Jack Carson C—82 min. (Rev. 5/29/50) FORTUNES OF CAPTAIN BLOOD Louis Hayward D—91 min. (Rev. 5/17/50) STATE PENITENTIARY Warner Baxter D—66 min. (Rev. 5/16/50) HOEDOWN Eddy Arnold O—64 min. (Rev. 6/26/50) TEXAS DYNAMO Charles Starrett O—54 min. (Rev. 6/8/50)	(June Releases) THE TORCH Paulette Goddard D—90 min. (Rev. 5/11/50) TIMBER FURY David Bruce D—63 min. IT'S A SMALL WORLD Paul Dale Lorraine Miller D—74 Min. (Rev. 6/5/50)	THE SKIPPER SURPRISED HIS WIFE Robert Walker Joan Leslie C—85 min. (Rev. 5/11/50)	LOST VOLCANO Johnny Sheffeild Donald Wood D—76 min. (Rev. 6/30/50)	(June Release) EAGLE AND THE HAWK (Color) John Payne Rhonda Fleming D—104 min. (4916) (Rev. 2/3/50) (Reissue) SO PROUDLY WE HAIL Claudette Colbert Paulette Goddard D—126 min. (Rev. 6/22/43) (Reissue) WAKE ISLAND Brian Donlevy D—87 min. (Rev. 8/12/42)	TRIGGER, JR. (Color) Roy Rogers Dale Evans O—68 min. (Rev. 7/3/50) COVERED WAGON RAID Alan Rocky Lane O—60 min. (Rev. 7/10/50)		(June Releases) NIGHT AND THE CITY Richard Widmark Gene Tierney D—95 min. (Rev. 5/23/50) LOVE THAT BRUTE Paul Douglas Jean Peters CD—85 min. (Rev. 5/10/50)		(June Releases) CURTAIN CALL AT CACTUS CREEK (Color) Donald O'Connor Gale Storm C—86 min. (Rev. 5/24/50) SIERRA (Color) Wanda Hendrix Audie Murphy O—83 min. (Rev. 4/26/50) SPY HUNT Marta Toren Howard Duff D—75 min. (Rev. 6/8/50)	RETURN OF THE FRONTIERSMAN (Color) Gordon MacRae Julie London D—78 min. (Rev. 5/16/50) BRIGHT LEAF Gary Cooper Patricia Neal Lauren Bacall D—110 min. (Rev. 5/24/50)	FALLEN IDOL Ralph Richardson D-94 min. (Rev. 10/4/49) (Release: June) THE THIRD MAN Joseph Cotten Valli Orson Welles D—104 min. (Rev. 1/31/50) (Release: June)
July 2			CRISIS Cary Grant Jose Ferrer D—96 min. (Rev. 6/16/50)	(Stratford) FOR THEM THAT TRESPASS Richard Todd D—95 min. ARIZONA TERRITORY Whip Wilson O					ONCE A THIEF Marie MacDonald Caesar Romero D—88 min. (Rev. 6/26/50)			
July 9	(July Releases) ROGUES OF SHERWOOD FOREST (Color) John Derek Diana Lynn D—80 min. (Rev. 6/16/50)	(July Releases) GOLDEN SALAMANDER Anouk D—96 min. THE BLUE LAMP Dirk Bograde D—84 min. (Rev. 6/1/50)	DUCHESS OF IDAHO (Color) Esther Williams Van Johnson M-C—98 min. (Rev. 6/14/50)	SILK NOOSE Carole Landis Joseph Calleia D—76 min.		TRIAL WITHOUT JURY Robt. Rockwell D—60 min. (Rev. 7/20/50)		(July Releases) THE GUNFIGHTER Gregory Peck Helen Westcott D—84 min. (015) (Rev. 4/26/50) WHERE THE SIDEWALK ENDS Dana Andrews Gene Tierney D—95 min. (Rev. 6/26/50)		(July Releases) WINCHESTER 73 James Stewart Shelley Winters D—92 min. (Rev. 6/7/50) PEGGY (Color) Diana Lynn Charles Coburn CD—77 min. (Rev. 6/20/50) ADAM AND EVALYN Stewart Granger Jean Simmons C—92 min. (Rev. 11/21/49)	GREAT JEWEL ROBBER David Brian D—91 min. (Rev. 6/13/50)	LIPPERT
July 16			HAPPY YEARS (Color) Dean Stockwell Scotty Beckett D—110 min. (Rev. 5/25/50)	SNOW DOG Kirby Grant Elena Verdugo D—63 min. (Rev. 7/19/50)								FAST ON THE DRAW Jim Ellison D—55 min. (Release: 6/30/50)
July 23	711 OCEAN DRIVE Edmond O'Brien Joanne Dru D—102 min. (Rev. 7/12/50)	(Aug. Releases) DESTINATION MOON (Color) John Archer Warner Anderson D—91 min. (Rev. 6/26/50)	MYSTERY STREET Ricardo Montalban Sally Forrest D—94 min. (Rev. 5/17/50)	COUNTY FAIR (Color) Rory Calhoun D—76 min.	(July Releases) THE LAWLESS Macdonald Carey Gail Russell D—83 min. (4923) (Rev. 4/7/50)	THE OLD FRONTIER Monte Hale O—60 min. (Rev. 8/2/50)	TREASURE ISLAND (Color) Bobby Driscoll Robert Newton D—96 min. (Rev. 6/21/50)					MOTOR PATROL Don Castle D—67 min. Release: 6/16 (Rev. 5/10/50)
July 30	BEYOND THE PURPLE HILLS Gene Autry O—70 min. (Rev. 7/20/50)	THE SUN SETS AT DAWN Walter Reed D EYE WITNESS Robt. Montgomery Leslie Banks D—104 min. (Rev. 7/20/50)	THREE LITTLE WORDS (Color) Fred Astaire Vera-Ellen M—102 min. (Rev. 7/7/50)		MY FRIEND IRMA GOES WEST John Lund Marie Wilson C—91 min. (Rev. 5/31/50)	JUNGLE STAMPEDE George Breakston Travelogue—60 min. (Rev. 8/4/50)		(Aug. Releases) STELLA Ann Sheridan Victor Mature C—83 min. (Rev. 7/19/50)		(Aug. Releases) ABBOTT AND COSTELLO IN THE FOREIGN LEGION Bud Abbott Lou Costello C—79½ min. (Rev. 7/13/50)	50 YEARS BEFORE YOUR EYES (Documentary 73 min.) (Rev. 6/20/50)	HI-JACKED Jim Davis Marsha Jones D—66 min. (Release: 7/14/50) (Rev. 6/23/50)
Aug. 6	CAPTIVE GIRL Johnny Weismuller Buster Crabbe D—73 min. (Rev. 4/24/50)			MASSACRE VALLEY Johnny Mack Brown O		VIGILANTE HIDEOUT Alan Rocky Lane O O—60 min. (Rev. 8/4/50)	OUR VERY OWN Ann Blyth Farley Granger D—93 min. (Rev. 3/20/50)	BROKEN ARROW (Color) James Stewart Debra Paget D—92 min. (Rev. 6/12/50) CARIBOO TRAIL (Color) Randolph Scott Gabby Hayes O-81 min. (Rev. 6/30/50)	THE ADMIRAL WAS A LADY Edmond O'Brien Wanda Hendrix C—87 min. (Rev. 5/5/50)			
Aug. 13	DAVID HARDING, COUNTERSPY Willard Parker D—71 min. (Rev. 5/24/50)		A LADY WITHOUT PASSPORT Hedy Lamarr John Hodiak D—84 min. (Rev. 7/13/50)	TRIPLE TROUBLE Bowery Boys CD	(Aug. Releases) THE FURIES Barbara Stanwyck Wendell Corey D—109 min. (4926) (Rev. 6/27/50)	THE SHOWDOWN Wm. Elliott Walter Brennan D—86 min.	COME SHARE MY LOVE Fred MacMurray Irene Dunne C-D OUTRAGE Mala Powers Tod Andrews D					
Aug. 20	(Aug. Releases) IN A LONELY PLACE Humphrey Bogart Gloria Grahame D—94 min. (Rev. 5/17/50) CONVICTED Glenn Ford Broderick Crawford D-91 min. (Rev. 7/26/50)	(Sept. Releases) NAUGHTY ARLETTE Mai Zetterling D—86 min. HIGH LONESOME John Barrymore, Jr. Lois Butler O	SUMMER STOCK (Color) Gene Kelly Judy Garland M—109 min. (Rev. 8/4/50)	SILVER RAIDERS Whip Wilson O	SUNSET BOULEVARD William Holden Gloria Swanson D—110 min. (4927) (Rev. 4/17/50)			(Sept. Releases) THE BLACK ROSE (Color) Tyrone Power Orson Welles D—120 min. (Rev. 8/7/50) MY BLUE HEAVEN Betty Grable Dan Dailey M—96 min. PANIC IN THE STREETS Paul Douglas Richard Widmark D—96 min. (Rev. 6/14/50)	THE MEN Marlon Brando Teresa Wright D—85 min. (Rev. 5/19/50)	(Sept. Releases) SADDLE TRAMP (Color) Joel McCrea Wanda Hendrix THE MILKMAN Donald O'Connor Jimmy Durante C SHAKEDOWN Howard Duff Brian Donlevy Peggy Dow	KISS TOMORROW GOODBYE James Cagney Barbara Peyton D—102 min. (Rev. 8/1/50)	TRAIN TO TOMBSTONE Don Barry D (Release: 8/11/50)
Aug. 27	ON THE ISLE OF SAMOA Jon Hall Susan Cabot D—65 min. BEWARE OF BLONDIE Penny Singleton Arthur Lake O—66 min. (Rev. 4/3/50)	HER FAVORITE HUSBAND Jean Kent C PAPER GALLOWS Dermott Walsh D			(Sept. Releases) FANCY PANTS (Color) Bob Hope Lucille Ball C—92 min. (5001) (Rev. 7/19/50)	LONELY HEART BANDITS Dorothy Patrick Rob't. Rockwell D	BORN TO BE BAD Joan Fontaine Robert Ryan D					BORDER RANGERS Don Barry O (Release 7/21/50)
Sept. 3	STREETS OF GHOST TOWN Charles Starrett Smiley Burnette O—54 min.		A LIFE OF HER OWN Lana Turner Ray Milland D	TALL TIMBER Roddy MacDowell O	UNION STATION William Holden Nancy Olsen D—89 min. (5002) (Rev. 7/12/50)		JOAN OF ARC (Color) Ingrid Bergman Jose Ferrer D—145 min. (Rev. 10/20/48)		IF THIS BE SIN Myrna Loy Richard Greene D—72 min. (Rev. 6/28/50)		TEA FOR TWO Doris Day Gordon MacRae C	HOLIDAY RHYTHM All-Star Cast M (Release 8/18/50)

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama.]

TOA, COMPO

(*Continued from page* 1)

hich was adopted by the COMPO xecutive board representatives of the ine other charter members of the all-ndustry organization, rests on the ontention that its provisions are con-picuously remote from the sort of esolution that would, in effect, reac-vate the World War II cooperation at existed between the motion pic-re industry and the government.

Exp 8. N New War Agencies

TOA's desire is for the establish-ent of a twin of the former industry tup, which conducted its business, so speak, with now dissolved wartime gencies such as the Office of War nformation. Proponents of the OMPO resolution point out that ithout those agencies an industry VAC of the former kind would not ow be entirely effective, and they ntend that the industry must there-re chart its course of cooperation to it the existing situation. TOA, on e other hand, foresees the establish-ent of new government war agencies d hence believes that the industry ould be prepared for such an even-ality.

There are two provisions of the resolution toward which TOA is particularly hostile:

(1) "That the president of COMPO or other officers of COMPO designated by him, be authorized to establish the necessary direct contacts with departments and bureaus of the Federal government whose activities either involve the cooperation of the motion picture industry or affect the successful functioning of the motion picture industry during the present crisis, and take all necessary steps to protect the essential operations of the motion picture industry as a vital medium of communication and information with the United States and the free world."

(2) The COMPO Committee for ooperation with the U. S. Govern-ent, which would be comprised of OMPO's president, the eight vice-residents, the secretary and the easurer or their alternates, "is au-orized to act by majority vote of embers present at its meetings. . . ."

TOA Predicts 'Confusion'

The first, TOA contends, would, if ut in force, result in a "rat race" of nfusion. The exhibitor organization nvisages an industry war effort gged down in governmental red tape rising out of overlapping activities of Washington bureaus and departments, ere the provision to be put in force.

The second point to which TOA ob-cts would rob the individual mem-ers of COMPO of their autonomy, spokesman for the exhibitor organi-ation said. Thus, it is apparent that OA will not go along with any plan at would deprive it of a veto.

The industry WAC had a chairman, ice-chairman and treasurer, each om a different branch of the busi-ess, and was made up of a variety f divisions. Each represented an in-ividual branch or aspect of industry ctivity, and had separate and distinct bligations and duties to perform un-er the chairmanship of an individual ho was representative of the branch.

TOA will be represented at tomor-ow's meeting by its president, Sam-el Pinanski, who arrived here yester-day from Boston, and its executive director, Gael Sullivan. Ned E. Depinet, COMPO president, will preside. Other members of the executive committee include: Trueman T. Rembusch and Nate Yamins, Allied; Harry Brandt and Max A. Cohen, ITOA; Leo Brecher and Oscar Doob, MMPTA; William F. Rodgers, MPAA; Art Arthur and Roy M. Brewer, MPIC; Rotus Harvey and William Graeper, PCCITO; Ellis G. Arnall and Robert J. Rubin, SIMPP; Abel Green and Martin Quigley, Trade Press; Robert J. O'Donnell and Marc Wolf, Variety Clubs.

Reviews

"High Lonesome"

(Afran Productions—Eagle-Lion Classics)

A COMBINATION Western mystery and suspense melodrama, George Templeton's production of "High Lonesome"—a unique title—is a splendid feature of its type, excellently photographed in Technicolor against the rugged and colorful Big Bend area of Texas. It can stand on its own on any type of program. Not only is its story compact and well told but its players handle their parts with ease.

John Barrymore, Jr., does a good job as a pursued and beaten boy whose story of murder and threatening danger is scoffed at by local ranchers. When he describes his assailants the ranchers recognize them as two who were killed in a range war 15 years before. Other murders occur and Barrymore is suspected until he is instrumental in cornering the real murderers, bent on revenge. Chill Wills, a cook, and Basil Ruysdael, owner of the ranch, are two who partially believe the boy's story and thus protect him from a hanging, while Lois Butler and Kristine Miller as ranch girls, lend some romantic interest to the tale, which was written and directed by Alan Lemay. Others in the cast are Jack Elam, Dave Kashner and John Archer.

Running time, 81 minutes. General audience classification. For September release.

"County Fair"

(Monogram) *Hollywood, Aug. 7*

WHOLESOME entertainment for the entire family is here provided in a pleasant tale about county fair harness racing and homey everyday people. Technicolor adds extra warmth and color to a film that should prove welcome to harassed exhibitors.

The principal players, Florence Bates, Rory Calhoun, Jane Nigh, Raymond Hatton and Warren Douglas, could be people you know, doing the things your friends would do, and the script, by W. Scott Darling keeps them in character both as to deed and dialogue throughout. Miss Bates plays the matronly owner of a hamburger stand, Miss Nigh the daughter who chooses between her suitors, Calhoun and Douglas, for simple reasons of heart, and Hatton the horse owner down on his luck whose monetary misfortune is the concern of all. Horse owners get together on a plan to solve everybody's problems with a single race, and the plan succeeds to everybody's satisfaction, including the onlooker's. It's a Jeffrey Bernerd production, produced by Walter Mirisch and directed by William Beaudine, and a mighty pleasant piece of business it is.

Running time, 77 minutes. General audience classification. July 30 release.

Sullivan Reports 210 Sign for TOA Meet

Reservations for the Theatre Owners of America "Mid-Century Convention," to be held at the Shamrock Hotel, Houston, Oct. 30-Nov. 2, have been received from 210 members and theatre equipment and supply exhibitors, TOA director Gael Sullivan announced here yesterday. He said the figure was far in excess of registrations received at this date for last year's convention and indicated a record-breaking attendance.

Exhibition space has been arranged for in the Hall of Exhibits, adjoining the Shamrock, with 107 booths available for equipment and accessory exhibits.

HOLLYWOOD, Aug. 7.—Motion Picture Industry Council chairman Roy Brewer and executive secretary Art Arthur will be accompanied by Sid Rogell, Screen Directors Guild vice-president, when they attend the Theatre Owners of America meeting in New York Wednesday.

TV-Electronics Meet Here On Emergency

WASHINGTON, Aug. 7.—An emergency meeting of the board of directors of the Radio-Television Manufacturers Association to consider industry problems caused by industrial mobilization was set for tomorrow at the Roosevelt Hotel in New York.

Robert C. Sprague, president of the group, in making the announcement, said that recent developments made it advisable to call the meeting instead of waiting for the regular session of the board scheduled for Sept. 20. The association has offered its services to defense officials and has assured the government that the industry is prepared to cooperate voluntarily in expediting military procurement.

RCA Shows Color TV Over Coaxial Cable

In an experimental transmission from Washington, RCA demonstrated for the first time yesterday that its all-electronic color television system can use standard coaxial cables to carry programs from point to point over long distances. RCA simultaneously showed how ultra-high-frequency radio relays can be employed to extend coverage from terminal stations.

During the demonstration, color signals from a special program originating at the studios of NBC's television station WNBW, Washington, were transmitted over more than 200 miles of coaxial cable to NBC's station WNBT, New York. The signals then were put on the air in both VHF and UHF frequencies.

RTMA Protests TV Excise Tax Proposal Before Senate Unit

WASHINGTON, Aug. 7.—Contending that the proposal of the Treasury to extend the 10 per cent radio excise tax to television is "contrary to the public interest," the Radio-Television Manufacturers Association today wrote the Senate Finance Committee requesting an opportunity for industry representatives to appear in opposition to the proposal.

The RTMA position was made known in a letter to Walter F. George (D., Ga.), chairman of the Senate Finance Committee, from the RTMA excise tax committee under chairman Allen B. DuMont and vice-chairman A. M. Freeman.

Emphasizing television's important place as a communications service in the national defense program, RTMA urged mature consideration of the effects of the proposed new tax. RTMA told the Senate Committee that new considerations underline Secretary Snyder's present proposal which were not relevant at the time of the House hearings when industry representatives were heard.

McDonald Assails

(*Continued from page* 1)

'A' movies in their homes.

"It is the considered opinion of Zenith's management that if Phonevision is approved as a regular commercial service and is put into general operation, that as the number of television receivers in the country increases the revenue which may be expected to be produced by Phonevision will ultimately far exceed the total box-office of all the motion picture theatres in the United States.

"It should be borne in mind, of course, that Phonevision has not been approved and that the fact that the Federal Communications Commission has authorized the Phonevision limited commercial test in Chicago is not to be considered as any indication that it will be approved or authorized.

"If Halpern feels that Phonevision will be such an unimportant factor as he has indicated, I am wondering why the various associations of motion picture exhibitors are opposed to producers renting films to Zenith for its Phonevision test and, in some instances, have indicated an intention on the part of the exhibitors to retaliate against any producer who does rent films for that purpose.

"For example, Trueman T. Rembusch, president of the Allied States Association of Motion Picture Exhibitors, is quoted in the April 8 issue of the *Motion Picture Herald* as having made the following statement: 'The exhibitors fortunately are fully aware of the threat Phonevision presents to their business. Any producer fool-hardy enough to furnish film for the Chicago Phonevision test, I am sure would find a spontaneous resistance towards the acceptance of his pictures by regular theatres.'

"I would like to repeat at this time what I have said on numerous occasions. Phonevision is not a threat to the motion picture theatres. The threat is that of the present type of conventional television. Phonevision, on the other hand, if it should be approved and put into commercial use, will provide the revenue to motion picture producers which ordinary television is taking away from them."

THE BRAND OF GREATNESS IS ON PARAMOUNT'S

THE FURIES

A

HAL WALLIS

Production . . . which Boxoffice says:

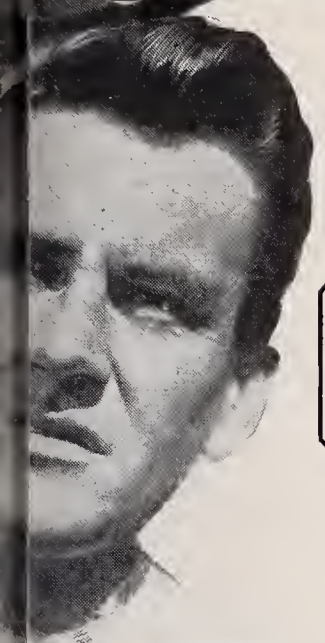
"will thunder its way into history alongside 'The Covered Wagon,' 'Cimarron' and other all-time top grossers!"

Get Set For The Nationwide
"FURIES" VACATION CONTEST

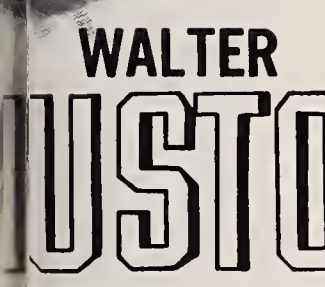
Prizes for theatre managers and patrons. All details in the pressbook. Already rehearsed for your city by first 6 "Furies" dates — Los Angeles, Denver, San Francisco, Salt Lake, Seattle and Portland.

starring

BARBARA STANWYCK



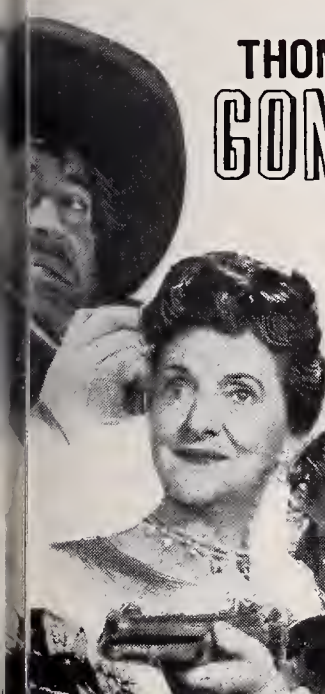
WENDELL COREY



WALTER HUSTON

with

JUDITH ANDERSON



THOMAS GOMEZ

BEULAH BONDI

Directed by

ANTHONY MANN

Screenplay by

Charles Schnee

From a novel by

Niven Busch

(Author of "Duel in the Sun")

These Are Some Of The Most Memorable Scenes Ever Seen On The Screen:

SIEGE OF THE STRONGHOLD. "Something to grip all moviegoers. A truly great saga of the west. Its draw should be tremendous!" says Showmen's Trade Review.

THE TAMING. "Expertly put together by Hal Wallis," says Variety. And the romance between Barbara Stanwyck and Wendell Corey is headlined "torrid and volcanic" by Boxoffice.

THE REVENGE. "Epic dimensions" reports M. P. Daily—with "star quota enhanced by Stanwyck, Huston, Corey and Anderson," adds The Exhibitor.

MAN AGAINST WILD BULL. *All* critics—from trade papers to national magazines—are praising what the Hollywood Reporter calls "Walter Huston's great valedictory performance."

THE BETRAYAL. Another sock sequence in this drama of badlands and bandmen that inspired Film Daily to say: "Hal Wallis had turned the boxoffice trick again! Has strong appeal."

Warn UK Producers On Financing Delay

London, Aug. 7.—Sir Henry French, director-general of the British Film Producers Association, has informed members that they must wait for "some months" before they can expect to obtain financing from the Eady entertainment tax pool. Technical difficulties in forming the company which will collect the levy from theatres and dispense it to producers, as well as ultimate allocation of the money, will result in delays, he said.

Meanwhile, conisderable exhibitor opposition to the scheme persists.

SEVEN-WEEK OLD BRITISH FILM CONCERN IN DEBT, READY TO FOLD

LONDON, Aug. 7.—Launched seven weeks ago with a Ritz Hotel champagne party here, and ostensibly under the direction of the Earl of Southesk and his son, Lord Carnegie, Carnegie Films, Ltd. is to close down with indebtedness estimated at £50,000 to £60,000 (approximately $150,000).

The company's first film, "Dangerous Meeting," starring Michael Redgrave and French actress Anouk, has been on location on the French Riviera. The outfit has been brought back with about 20 minutes of film, leaving behind it bills in the neighborhood of £5,000 and hostages in the persons of the production manager and his assistants.

Lord Southesk said he had bought stock in the company and advanced "pre-production expenses" So did Derek Tinker, Yorkshire mill-owner. They did not identify "two men" who had approached them in regard to formation of the company.

"This," said Lord Southesk, "is my first venture into films. I think you can say it will be my last."

A creditors' meeting has been set for Aug. 24.

Brandt-RKO

(*Continued from page* 1)

torney, plan to remain here until th continuing negotiations reach a deci sive stage, one way or another. Th negotiations involve Trans-Lux's bi of more than $8,000,000 for the 929,02 shares of theatre stock to be issued t Hughes on reorganization of RK next Jan. 1.

Despite the confirmed interest of I Lawrence Green, with associates, i acquiring Hughes' contr[illegible]g 24 pe cent interest in the RKO picture com pany, following divorcement, it i learned that no negotiations have bee opened yet nor has a formal offer bee made. Indications are, in any even that Hughes will await the outcom of the current negotiations wit Brandt before embarking on the othe Most observers discount the likelihoc of Hughes selling his picture compan stock, especially in the event the dea with Brandt is consummated.

UK May Aid French, Italian Distribution

LONDON, Aug. 7.—British Film Producers Association has held meetings with representatives of both Italian and French producers to examine the possibilities of aiding the marketing of the latter's product here, under reciprocal arrangements which would aid British films in the Italian and French markets.

No definite commitments have been entered into but BFPA gave informal assurances that it would endeavor to secure wider showings here for the films and would "advise and assist" Italian producers concerning selection of films to be dubbed in English for showing in this country.

French production representatives said they propose to set up one or two more distribution companies in this country. It is likely that BFPA's practical assistance to the new concerns will be confined to the provision of storage facilities.

Kodak in England Promotes Spencer

ROCHESTER, N. Y., Aug. 7.—Appointment of Dr. Douglas A. Spencer as a deputy managing director of Kodak Limited has been announced in London by Ernest E. Blake, chairman of the board, the company disclosed here today. Dr. Spencer was also elected to the board of directors of the Eastman Kodak subsidiary.

With Kodak Ltd. since 1939, Spencer aided in the reorganization of the company's research activities that year and later was placed in charge of the research contacts with the government.

See Allport

(*Continued from page* 1)

Preliminary discussions concerning probable American production here under the new pact have been held but no formal meeting of the technicians' committee has been held yet.

Meanwhile, M-G-M is said to be considering production of five pictures here and Paramount four under the new provisions.

British exhibitors are generally enthusiastic over the prospect of the abondonment of the American's unit booking plan here under the new agreement. Despite the fact that certain of the American companies oppose its ending, a majority is believed ready to cancel it.

Sees Quality Key To UK Attendance

LONDON, Aug. 7.—Patronage for good pictures is as high as ever, Sir Philip Warter, chairman of Associated British Picture Corp., told company stockholders, attributing the downward box-office trend to increasing discrimination among ticket buyers rather than to television, which he fails to see as a serious competitor yet.

"The public are discriminating to an increasing extent in their choice of films and the only satisfactory way of arresting the downward trend is by way of better films," Sir Philip said.

Good Films Get Results

"Even in the Greater London area, where attendance and receipts are down by a greater percentage than in the rest of the country, the results on the really successful films were satisfactory," he said.

Harold C. Drayton, chairman of British Lion Corp., forecast a further loss to the company of £300,000 to £400,000. He maintains that the entertainment tax is strangling the industry.

"In my view," he said, "if film production is to go on in this country, and I believe it should because it is one of the big industries of the world, then it is necessary that the industry should be on a basis whereby it can compete with a chance of success against competitors, the film producing companies of the U. S.

Cites High Tax

"The fundamental difference between making films here and there," Drayton said, "is that they have a home market of 146,000,000 with an entertainment tax of about 20 per cent and we have a home market of 47,000,000 with an entertainment tax averaging 38 per cent."

The report of Shipman and King Cinemas, Ltd., for the year ended April 1, last, shows gross profit of £127,714 against £132,860 the previous year. Company operates 39 theatres.

Cinerama Process

(*Continued from page* 1)

No theatre has yet been named for the screening, but extensive alterations costing upwards of $40,000 to install the screen and projection equipment will be necessary. Showings of the film in other cities will follow the Broadway premiere as theatres can be made available, it was said.

Rank's Production May Terminate Soon

LONDON, Aug. 7.—It is unlikely that the Rank Organization will make any more films of its own this year. Production chief Earl St. John confirms that apart from "Highly Dangerous," now in production at Pinewood, the company has no further pictures planned.

The organization, says St. John, will concentrate on distribution and sponsorship of independent productions. It is also hoped that the new Anglo-US remittance agreement eventually will bring American-financed production to Rank's Denham studio in addition to that planned by 20th-Fox.

Bernhard Sees Pact

(*Continued from page* 1)

foresaw the finalizing of the merger of the two companies at the impending confabs, which will be participated in by himself, ELC president William C. MacMillen, Jr., and Irving Kaufman, FC creditor assignee.

"I think," said Bernhard, "that they (E-L) are beginning to see the light of day." The long-standing negotiations between E-L and FC have been stymied by failure to agree on fundamentals regarding FC producer commitments and disposition of that company's debts.

Refers to Kaufman Suit

Bernhard's reference obviously was to Kaufman's having secured permission from New York Supreme Court to sue E-L and its parent company, Pathe Industries, for failure to perform in connection with the original merger agreement.

MacMillen was out of town yesterday. His absence was identified as a vacation, or part of his regular summer vacation, which he has been taking piecemeal. He would return to New York for talks with FC's representatives, however, it is understood.

Yesterday Kaufman made a motion before the court for an order directing that he be authorized to continue the business of FC for a period not exceeding 90 days from June 29. Judge Edward N. Nathan took the motion under advisement.

A public auction will be conducted today by Arthur Albert & Co. to sell office furniture and equipment.

Louis Weinberg, 70

HARTFORD, Aug. 7.—Louis Weinberg, 70, for 20 years manager of the Auditorium at Lynn, Mass., died there late last week.

N. Y. Grosses

(*Continued from page* 1)

gross is seen for "Edge of Doom" a the Astor. At the Victoria, "Ou Very Own" is expected to take i $28,000, which is very big, in its sec ond week, following an initial stanza gross of $33,000.

The new tenant at the Strand, "Kis Tomorrow Goodbye," chalked up $34 000 Friday through Sunday, with ove $65,000 indicated for the No. 1 week Toni Harper heads the Strand stag show.

"Panic in the Streets," with France Langford and the summer ice carniva on stage at the Roxy, with anothe strong newcomer, with about $90,00 indicated for the first week.

"A Lady Without Passport," wit Pearl Bailey, the Kirby Stone Quin tette and Jack Fina and his orchestr on stage at the Capitol, figured to d a fair first week of $45,000.

'Men' Holds Up

At the Music Hall, "The Men, with a stage presentation, continued t do very well, with $122,000 for a thir and final week. "Sunset Boulevard bows in Thursday.

"Mutiny on the Bounty" and "A Day at the Races" promised a fin take of $16,500 in the reissues' com bination fifth week at the Globe. Th figure marked a boost over the prev ous week. Also picking up momentu over the previous week was "Destina tion Moon," which was headed for a estimated $18,000 in a good sixth wee at the Mayfair.

At the Rivoli "The Underworl Story" made a fair showing in a sec ond week with an estimated $9,50 "No Way Out" opens on Aug. 16. I its 12th and final week at the Stat "Annie Get Your Gun" was headin for $15,000, a marked pickup from th previous week's $13,000. "Three Li tle Words" opens tomorrow. "S Young, So Bad" in its third week a the Criterion was holding up fairl with an estimated $10,000.

"All Quiet on the Western Front, reissue, is heading for a first-rate fig ure of $9,000 in its second week at th Park Avenue, after a first week's tak of $11,000.

Campbell Loses Daughte

CLEVELAND, Aug. 7.—Alice Lauri Campbell, three-month old daughter o RKO Radio booker Gordon Campbel died suddenly in Cincinnati where sh and her mother were visiting.

It's News... when PETE WOOD passes out Orchids!

Yes, we're moved to express our gratitude, when the brilliant pen of our industry's keenest critic and champion, pauses in its caustic comment on the ills and problems of show business, to drip a little honey, in our direction.

True, the comment is bitter-sweet . . . but that's because PETE is *fair* . . . and we're *not perfect*.

That's what makes the orchid most welcome . . . that PETE WOOD, ever-ready to criticize and condemn, in behalf of the exhibitors he so ably represents, is *fair* enough to reward sincerity of purpose, with unbiased comment.

Thanks, Pete! We think that *two* complaints among all your members, is pretty good, too . . . BUT . . . we'll try to *bat a THOUSAND* in the future!

The Prize Baby

The Independent Theatre Owners of Ohio

SERVICE BULLETIN

COLUMBUS:
55 E. State Street
ADams 8327

July 7, 1950

#470

FOR INFORMATION OF MEMBERS. PLEASE READ AND PRESERVE.

Responsibility for comment in these Bulletins is assumed by the Secretary and is not to be taken as the official expression of the Organization unless it is distinctly stated that the Board of Directors has authorized and directed it.

AN ORCHID TO NATIONAL SCREEN SERVICE

In our bulletin No. 466 of June 19 we suggested that members inform us, in writing, of any complaints they might have against National Screen Service with respect to prices, bad service or condition of material.

To date, two written complaints have been received, and if this indicates the type of service being rendered by them we extend our hearty congratulations to N.S.S.

The two complaints received have been sent to the Chairman of the National Allied Committee handling this matter.

A LETTER FROM CHERRY VALLEY

...s certainly refreshing to receive the following l...

You Bet It's A Walt Disney Year!

First, "Cinderella"; then "Treasure Island", and now, "*Beaver Valley*"—

THE SENSATIONAL TICKET-SELLING SHORT FEATURE!

"Novelties of this kind are the kind of tonic the boxoffice needs." — *Hollywood Reporter*

"Thirty-two minutes of Technicolor wonderment." — *Daily Variety*

"Delightful, refreshing entertainment. The audience should greet it with avid delight. There should be more like it." — *Film Daily*

"The legion of fans who fondly remember 'Seal Island' will be eager to see it . . . As a companion piece to a feature, will add a great deal of class." — *Boxoffice*

"Beautifully told in color, sound and music, and with a good dramatic pattern, this short feature should command attention." — *Variety*

"The photography of wild life has probably never been equalled . . ." — *M. P. Herald*

"An unusual, and, in many ways, an extraordinary subject and a notable follow-up of 'Seal Island'." — *M. P. Daily*

"A spectacular collection of animal shots in natural habitat . . . Should prove a great hit." — *The Exhibitor*

Walt Disney *presents*

A TRUE-LIFE ADVENTURE

BEAVER VALLEY

Running Time, 32 Minutes

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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 2 — NEW YORK, U.S.A., WEDNESDAY, AUGUST 9, 1950 — TEN CENTS

COMPO Meet Today Holds Key to Future

Critical Decisions Face Board on War Activities

Any one of three distinct possibilities can shape the destiny of the Council of Motion Picture Organizations as a result of the COMPO executive board meeting which will convene here today at the Hotel Astor and perhaps continue tomorrow.

The three possibilities, as envisaged by members of the executive board, are:

(1) Theatre Owners of America acceptance, at least temporarily of the COMPO resolution which it has heretofore opposed, namely, that industry cooperation with the government during the present war emergency be handled through COMPO under a plan specified in the resolution.

(2) Acceptance by the other nine COMPO member organizations of TOA's recommendation, which will be made today, that the resolution be abandoned in favor of a program pat-

(*Continued on page 5*)

Meet to Streamline U.A. Sales Policy

A full-scale "re-vitalization" of United Artists' sales policy will be the outcome of a series of meetings, now being held in New York by Frank L. McNamee, president of the company, with Fred M. Jack, Western and Southern general sales manager, and Nat Nathanson, Eastern-Canadian general sales manager, it is said.

Jack and Nathanson will complete plans for the re-activation of all sales campaigns for UA's late summer, fall and winter releases, coupled with a "down-the-line program to restimulate" all UA sales personnel.

Palsy Benefit Set By Hope for Aug. 25

LOS ANGELES, Aug. 8.—Plans for one of the biggest benefit shows ever to be put on in Southern California have been announced by Paramount star Bob Hope, in his capacity as national chairman of the United Cerebral Palsy Association.

Such top stars of motion pictures and radio as Gene Tierney, Betty Hutton, Dinah Shore, Dan Dailey, Danny

(*Continued on page 4*)

Business Upturn Noted on Wide-Scale; Feel Box-Office Turning Point Reached

A substantial and general upturn in business has been in progress throughout the industry for the past several weeks, leading some top industry executives to believe that it may mark the turning point from the protracted decline in theatre attendance.

The improvement was noted by Spyros Skouras, 20th Century-Fox president, at his press conference here yesterday.

Leonard Goldenson, president of United Paramount Theatres, concurred that the improvement has been general and may be symptomatic of a trend. Other distribution and exhibition figures held similar views.

Encouraging aspect of the improvement is that it is as inexplicable in most respects as were some of the declines in attendance experienced over the past two years. Improvement has been noted in patronage not only for top pictures but for those of average drawing power, as well. The symptoms are not regional, it is said, and in many cases have been manifested despite adverse weather and competitive conditions.

'Big 10' TV to U.P. Theatres

CHICAGO, Aug. 8.—United Paramount Theatres and the Big Ten Conference today announced here, through UPT secretary-treasurer Robert O'Brien that that circuit will experiment, starting in the fall, with televising the Big Ten games in key United Paramount theatres located in Chicago and Detroit.

The program, purely experimental, it is said, is to be available via the Paramount Tele-Transcription system and the RCA direct projection equipment. The games will be telecast at the B&K State-Lake, Tivoli and Uptown theatres here, the latter two, out-

(*Continued on page 6*)

Brandt-RKO Deal Static

Prospects of closing the Harry Brandt deal for acquisition of Howard Hughes' 24 per cent controlling interest in the post-divorcement RKO theatre company remained in *status quo* following a lengthy meeting here yesterday.

A spokesman for one of the principals told MOTION PICTURE DAILY last night: "We are still in agreement on terms. There is the same likelihood of a deal as before. There is the same interest on both sides. In short, there has been no change in the situation."

The spokesman added that complications arise from the fact that

(*Continued on page 4*)

FCC Seen Prone to Keep Film Companies Out of TV

Refuse Amendment To Cut Excise Tax

Washington, Aug. 8.—The Senate today refused to accept an amendment to a pending money measure which would have cut excise taxes to the levels provided in the House-approved general tax bill.

This was the first time the Senate has considered the excise reduction issue since the Korean war started, but it made it obvious that excise reduction is not to be looked for this year.

WASHINGTON, Aug. 8.—There is mounting concern in industry circles here that the Federal Communications Commission may shortly adopt a policy of keeping film companies from television on the ground that the two services are competitive and it would not be in the public interest to have the same parties operating both.

It is authoritatively reported that this is the feeling of a majority of the FCC—but the difficulty is that pronouncement of such a position would immediately open the Commission to pressure for adoption of a similar policy with regard to licensees of radio stations.

There is a chance the Commission

(*Continued on page 6*)

20th-Fox Sets Start-of-Show Policy on 'Eve'

Theatres Must Agree to 'Scheduled Performances'

A policy of scheduled performances, with admittance limited to those who purchase tickets in advance and arrive at theatres before the start of the feature picture, has been set by 20th Century-Fox for all engagements of its forthcoming release, "All About Eve," Spyros P. Skouras, president, announced at a press conference here yesterday.

Spyros P. Skouras

The policy will be inaugurated at 20th-Fox's Broadway showcase, the Roxy, with the premiere opening of the picture in October. It will be followed up at openings a week later in National Theatres' first-runs and in all other theatres which buy the picture

(*Continued on page 6*)

20th-Fox Policy For 'About Eve'

Believing that many patrons remain away from theatres because they cannot see a picture from its beginning, and others because they do not wish to stand in waiting lines, 20th Century-Fox proposes to sell its forthcoming "All About Eve" with the following requirements:

Individual performances, with house-emptying intermissions between, must be scheduled by theatres playing the picture;

Non-reserved seat tickets must be sold in advance for the individual performances;

No one to be admitted after the start of the feature;

No second feature to be played on the same program.

The policy will be extensively advertised in advance, and is being undertaken as a new showmanship endeavor with the aim of reawakening audience interest in pictures and the theatre.

Yoicks! Yoicks!

Some time about sun-up on Wednesday morning, Aug. 16, 20th Century-Fox will be host to the press at a Hunt Breakfast at the old Monty Salmon Broadway Rivoli rendezvous where Linda Darnell will start the sale of tickets for the world premiere of "No Way Out".

The gastronomical Monty is now scurrying around town for an assortment of kippers, kidneys, yams, scrapple, sausages, bagels and lox, aided and abetted by Master of the 20th Century-Fox Hounds, Dave Golding.

Seek Liquidation Of UJA Pledges

Fred J. Schwartz and Sam Rosen, Joint chairmen of the New York amusement division of the United Jewish Appeal, announced here yesterday that, following a meeting of the general executive committee of the UJA, an intensive drive will be instituted to hasten the collection of pledges.

The chairmen made it clear that the campaign has been progressing very satisfactorily, with the single exception that cash redemption of pledges has been coming in slowly. Emphasizing the need for immediate money in hand, the chairmen appealed to those who have made pledges to redeem them in cash, and to those who are contemplating pledges to do so at once, and if possible to submit cash along with their pledge.

Promotion Starts For 'Petty Girl'

Hollywood star Janis Carter and "Petty Girls" Shirley Ballard, Barbara Freking, Dorothy Abbott and Mona Knox will arrive in New York tomorrow to start a city-wide tour of Loew neighborhood theatres to inaugurate a national promotion campaign for Columbia's "The Petty Girl."

In addition, Miss Carter and the four girls will highlight the stage show at the Capitol Theatre Thursday, Aug. 17, the day the film opens at the Broadway house.

A series of 13 preliminary contests will be held on the Capitol stage every evening for two weeks and 10 girls will be selected to appear nightly. A winner will be selected each evening by the audience and the top winner, "The Petty Girl," will be selected in the finals on Aug. 30.

New Benchley Book

A. A. Wyn, Inc., New York, next month will publish a book entitled "The 'Reel' Benchley," featuring Loew's Robert C. Benchley "in word and pictures" and high-lighting many of Benchley's short subject comedies. M-G-M advertising-publicity vice-president Howard Dietz, wrote the foreword.

Personal Mention

SAMUEL GOLDWYN will leave here at the end of the week for the Coast.

•

JANET FRIMETH, secretary to CHARLES SIMONELLI, Universal-International exploitation director, will leave here Saturday for a Coast vacation.

•

IRVING M. SOCHIN, sales head of Universal-International's special films division, is in Buffalo today from New York.

•

HOWARD E. KOHN, II, of Stanley Kramer Productions, has returned here from a six-week stay in Hollywood.

•

SAM GALANTY, Columbia Mideast division manager, will leave his Washington office on Friday for Pittsburgh.

•

GEORGE SIDNEY, M-G-M director, was in San Francisco last night, en route to Sacramento from Hollywood.

•

IRVING LESSER, producers' representative, has returned to New York from a trip to Europe.

KENNETH THOMSON, Screen Actors Guild television administrator, is in New York from Hollywood.

•

LYNN FARNOL, public relations adviser, will leave here Friday for a brief visit to Los Angeles and San Francisco in connection with Coast interests of several clients, including Loew's International.

•

JACK BYRNE, M-G-M Eastern sales manager, and JAY EISENBERG, liaison between the sales and legal departments, will leave here today for Boston.

•

FRANK MILLER, assistant manager of Loew's Commodore here, has been called to active service as a captain in the Air Force Reserve.

•

ARTHUR HORNBLOW, JR., producer, will arrive here tomorrow from the Coast and will return there over the weekend.

•

CHARLES LEVY, Walt Disney Productions Eastern representative, is vacationing in Maine from New York.

Selznick Affiliate Continues in Canada

Joseph Marks will continue as general sales manager of Selznick Alliance in Canada, it was stated by Ray Lewis, president of that company over long distance telephone from Toronto yesterday. It had been previously reported that Marks' post had been eliminated along with Selznick field sales executives in the U. S.

Miss Lewis explained that Selznick Alliance, in which she and David O. Selznick are partners, is a separate organization and has no connection with Selznick Releasing Organization of the U. S., other than releasing SRO product in the Dominion. Alliance's releasing contract still has some time to run.

Two New Theatres For New England

HARTFORD, Aug. 8.—Anthony and Peter Dapont of Waterbury have disclosed plans for construction of a half-million-dollar shopping center to include a theatre, business offices, stores, and paved off-street parking areas, in the Northwest section of New Britain.

Lenwood Durepo has been named manager of the Concord Drive-In Theatre, Concord, N. H., newly-erected outdoor theatre, owned by Lockwood and Gordon.

Cramblet Rejoins UA After Sick Leave

Ralph Cramblet, on sick leave from United Artists, has been given a clean bill of health by his physician and has returned to the company's ranks, it was announced by Fred M. Jack, UA's Western-Southern general sales manager.

Cramblet has rejoined the company as branch manager in Minneapolis.

Six 25-Year Men Join M. P. Pioneers

Among industry veterans newly accepted as members of the Motion Picture Pioneers here are Edward Small, producer, Edward O. Blackburn, of J. E. Brulatour, Shad E. Graham, of Texas News Trailers, Samuel Bischoff, producer, Jack Fier, Columbia, and Bernard E. Zeeman, of Columbia International, it is reported here by Jack Cohn, president of the Pioneers.

All members accepted up until Nov. 16 will be inducted at the Pioneers' mid-century dinner, to be held on that date at the Waldorf-Astoria here. Cohn stressed that the only qualification for membership is that the applicant has served 25 years or more in the industry.

$250,000 Ad Budget For ELC's 'Lonesome'

Virtually every major circuit in the Southwest will participate in a saturation kick-off campaign of Eagle Lion Classics' Technicolor production, "High Lonesome," beginning Aug. 24 in Ft. Worth, it was announced by William J. Heineman, sales vice-president. More than 350 playdates in Texas, New Mexico and Oklahoma have been set.

A $250,000 advertising budget appropriation with ads and accompanying publicity has been planned.

Trilogy Next for Huston

HOLLYWOOD, Aug. 8.—John Huston's next directorial project for Horizon Pictures, the independent company that he and Sam Spiegel own, will be a trilogy feature comprising three short stories by John Collier, according to Huston's present plans. The stories will be taken from "Presenting Moonshine," a Collier anthology, and the author will write the screen adaptations.

Newsreel Parade

ACTION in Korea and the jailing of Harry Bridges are current newsreel highlights. Other items include sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 64—Counter-attack in Korea. Belgium riots continue. Mechanical elephant. National AAU swimming. Underwater skiing.

NEWS OF THE DAY, No. 298—Action in Korea. Belgium riots. British rodeo. Sports: Women's aquatic meet. Basketball.

PARAMOUNT NEWS, No. 101—Swimmers, skiers make season's splash news. U. S. acts to protect against internal dangers. Korea: Diary from the battle zone.

TELENEWS DIGEST, No. 32-A—Action in Korea. San Francisco: Harry Bridges jailed. Long Island train wreck. Jehovah's Witnesses attend mass baptism.

UNIVERSAL NEWS, No. 376—Korean front. Mechanical elephant. Jehovah's Witnesses in New York. Hat fashions. Women divers. Rodeo. Long Island train wreck.

WARNER PATHE NEWS, No. 103—Korean action. Warren Austin at the UN. B-29 in fatal crash. San Francisco: Harry Bridges jailed. Underwater skiing. Swimming meet.

Warner to Produce Communist Story

HOLLYWOOD, Aug. 8.—Characterizing the project as "the great anti-Communist American story we have been waiting for," J. L. Warner has announced the purchase by Warner Brothers of the recent *Saturday Evening Post* serial, "I Posed As a Communist for the FBI," by Matt Cvetic, as told to Pete Martin. Cvetic was an undercover agent of the Federal Bureau of Investigation for nine years assigned to work within the Communist Party. Not even his family knew of his FBI assignment.

"We regard this story as the same kind of important motion picture public service as 'Confessions of a Nazi Spy' and we intend to bring it to the screen as soon as possible, with all its dramatic force and its authentic portrait of the threat that faces the nation today," Warner said.

First Rank Premiere In First-Run Drive-in

J. Arthur Rank's "Rocking Horse Winner," being released by Universal-International, will have what U-I describes as the first British film first-run, key-city opening in a U.S. drive-in when it opens on Monday, Aug. 25, simultaneously in three Columbus, Ohio drive-ins, the CCC, Eastside and Riverside.

A special promotion campaign is being developed for the openings, with Jeff Livingston, advertising-publicity executive for the U-I special films division, directing the campaign on the scene.

Correction

As reviewed in MOTION PICTURE DAILY yesterday, Monogram's "County Fair" was indicated as having been filmed in Technicolor. This was an error, the film was produced in Cinecolor.

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"Gene dear, I thought the Preview of our 'SUMMER STOCK' at the Picwood Theatre in L.A. was a riot, but I hear the folks at Loew's 72nd Street Theatre in New York literally tore down the House. I'm so grateful to the American public for the flood of fan mail they've been sending me expressing their affection, and now Gene, they've welcomed 'SUMMER STOCK' with open arms."

"Judy darling, weve got some stiff competition this summer with all those big M-G-M Technicolor musicals 'Annie Get Your Gun,' 'Duchess of Idaho' and 'Three Little Words.' But wait till you read the trade paper raves about our 'SUMMER STOCK'. And the Preview got the highest rating of any N.Y. neighborhood theatre survey ever made by The Film Research Bureau."

"M-G-M musicals are pacing the field."
—*Variety*

M-G-M presents JUDY GARLAND · GENE KELLY in "SUMMER STOCK" · Co-starring EDDIE BRACKEN GLORIA DEHAVEN · MARJORIE MAIN · PHIL SILVERS · with Ray Collins · Color by TECHNICOLOR · Screen Play by George Wells and Sy Gomberg · Story by Sy Gomberg · Music by Harry Warren · Lyrics by Mack Gordon Directed by CHARLES WALTERS · Produced by JOE PASTERNAK · A Metro-Goldwyn-Mayer Picture

Kane Reports Move In No. Central Area To Hike Admissions

MINNEAPOLIS, Aug. 8.—Back from an Allied States meeting in Chicago and North Central Allied parleys in New Rockford and Fargo, N. D., Stanley Kane, NCA executive counsel, reports here that "outstate exhibitors are showing a strong feeling" toward an increase in admission prices to meet rising cost of theatre operations.

Kane said that opinions voiced at the two North Dakota meetings were that exhibitors are not being "paid fairly by customers for what the theatre owner has to pay for entertainment."

Costs have been soaring steadily "all along the line," was the complaint relayed by Kane, who pointed out that outstate film shipments alone cost the exhibitor an average of $15 per show.

"Right now is the time to put through a much-needed increase in the admission scale," was the exhibitors' opinion, Kane added. They have urged NCA to act in this respect. North Dakota showmen want the average adult price of 50 cents increased to 60 cents, it was said.

'Voice' Will Have 62 'Sneaks' by Aug. 22

With five screenings held on Monday and Tuesday, 10 additional theatre tradeshowings of M-G-M's "The Next Voice You Hear," will be held today. All of the 62 originally-planned theatre tradeshows will be completed by Aug. 22, with one scheduled tomorrow and two the following day. Next Monday there will be 13 showings throughout the country, followed by 10 the next day. On Aug. 16, there will be eight, on Aug. 17, six, and on Aug. 21 and 22, one for each day.

The Dore Schary production has not been given a definite release date yet but will open Aug. 15 at Loew's Dayton, and two days later at Loew's Valentine, Toledo, as test runs. This film and "Annie Get Your Gun" and "Stars in My Crown" are being given special handling.

Reviews

"Dark City"

(*Paramount*)

A NOVEL plot idea is given a polished production treatment in Hal Wallis' melodrama, "Dark City." With Lizabeth Scott and Viveca Lindfors in the feminine leads, the film also presents Charlton Heston in his screen debut. There is a rugged appeal to Heston which suggests a promising screen career. The screenplay is taut and briskly-paced, all of which should assure popularity among patrons.

In an atmosphere of gambling and petty underworld activity, the story gains momentum following a crooked card game in which Don DeFore is fleeced of everything, and as a consequence, he takes his life. Thereupon his brother, a psychopathic killer, vows vengeance on those who took part in the game, including Heston, Ed Begley and Jack Webb.

Miss Scott is presented as a torchy nightclub singer in love with Heston and urges him to find himself. In time Begley is murdered and a grip of fear tightens around the remaining two. Suspense throughout the picture is heightened by the fact that the murderer's identity is not disclosed, the only clue to him being a dark ring he wears. Next Webb meets his death and it becomes a desperate game on Heston's part to unravel the identity of the killer. In the meantime Heston has met DeFore's widow, Miss Lindfors, and falls in love with her, creating some triangular romantic complications.

As the film races to its exciting climax, two questions dominate: Will Heston be able to outwit the killer closing in on him, and if so, which woman will he wind up with. The ending is a happy one in which he is seen in Miss Scott's embrace.

Acting is adequate all around, with other satisfactory support coming from Dean Jagger as a detective and Henry Morgan as a gambling-world hanger-on of good instincts. William Dieterle directed, from a screenplay by John Meredyth Lucas and Larry Marcus.

Running time, 97 minutes. General audience classification. For October release.

MANDEL HERBSTMAN

"Streets of Ghost Town"

(*Columbia*)

A LIVELY Western of standard caliber, "Streets of Ghost Town" goes in quite considerably for flash-back recitation of its story, and handles that technique, under the direction of Ray Nazarro in better fashion than many a more ambitious production. With Charles Starrett in the top role and with such reliables as Smiley Burnette, Stanley Andrews, George Chesebro, Frank Fenton and Osie Waters and his Colorado Rangers in support, it should be apparent immediately to exhibitors who rely on formula Westerns that this one has what it takes to keep the customers happy.

Starrett, his timid side-kick Smiley and Sheriff Andrews emerge at once as seekers of a million dollars in loot that was buried somewhere in a frontier ghost town by a notorious bandit, now blind, who came into possession of the treasure by double-crossing his cohorts. Of course, the deceived bandits too are looking for the loot, and that means plenty of fighting and conspiring to put Starrett and his friends out of the way. But the latter win out ultimately, although not without the aid of the dashing Durango Kid, who is Starrett in disguise.

Barry Shipman's screenplay is well constructed notwithstanding the occasional strain it puts on credulity. Colbert Clark's production measures up satisfactorily. Others in the cast are Mary Ellen Kay, Don Reynolds and John Cason.

Running time, 54 minutes. General audience classification. For August release.

CHARLES L. FRANKE

Judge Orders Volks To Show Income Tax, Other Records

MINNEAPOLIS, Aug. 8.—Major distributors won another round in their percentage suit against William and Sidney Volk, independent theatre operators here, when the Federal Court granted a motion for additional inspection of the Volks' books, including Federal income tax re[illegible].

Judge Gunnar H. No[illegible]e, who had previously ordered the Volks' books opened for inspection by counsel for the majors, granted the new order on the basis that certain records had not been made available.

The distributors' charges of fraudulent under-reporting of receipts from films sold on percentage are a counter claim to a suit filed by the Volks against the companies asking for film contracts to be declared illegal because of alleged price-fixing and other anti-trust law reputed violations.

Brandt-RKO

(*Continued from page* 1)

Brandt's Trans-Lux Corp. is buying something Hughes cannot deliver until after Jan. 1, namely, the stock in the still non-existent RKO theatre company. Brandt is prepared to make a commitment now for the exchange after Jan. 1. Hughes, in turn, needs to be sure any commitment given now will be good then.

The problem is in the hands of lawyers for both sides and if they succeed in working it out the deal can be closed as of that moment, a principal said. He declined to predict, however, how much time the legal work might require, assuming it could be worked out in a fashion acceptable to both sides.

Brandt, with Kuhn, Loeb and Co. backing, has offered in excess of $8,000,000 for Hughes' 929,020 shares in the RKO theatre company.

Set Palsy Benefit

(*Continued from page* 1)

Thomas, Jimmy Wakely and Jane Russell are the vanguard of personalities who will appear in the show in the Hollywood Bowl on the night of Aug. 25.

Hope, who is producing and organizing the affair, will be master-of-ceremonies. He has been instrumental, along with Leonard Goldenson, president of United Paramount Theatres and national president of UCPA, in raising thousands of dollars throughout the country for the Association.

OUR INDUSTRY HAS

THREE SECRETS

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It's the CAMPUS, of course.
NEW DELUXE CABINS and COTTAGES . . . FINE FOOD . . . A SNACK OR A MEAL . . . GOLF . . . TENNIS . . . SWIMMING . . . RIDING . . . TROUT FISHING . . . GAMES . . . MOVIES . . . CONCERTS . . . AND OUR NEW CAMPUS PLAYHOUSE.
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IN THE POCONOS
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No Change Seen In Price of E-K Stock

Eastman Kodak price increases for acetate raw stock are not contemplated at present, it has been indicated by an E-K raw stock distributor spokesman, following the disclosure from Wilmington, of increases in the price of DuPont nitrate raw stock.

Eastman now deals exclusively in acetate stock for industry, having abandoned the manufacture of nitrate stock about six months ago.

U-I Stars to 'Louisa' Premiere in Chicago

Universal-International's "Louisa" have its world premiere at the Chicago Theatre in Chicago on Friday with the company's largest contingent of stars from a single picture making personal appearances at the theatre.

The advance promotion campaign is to be followed by a personal appearance tour of the stars, Ronald Reagan, Charles Coburn, Ruth Hussey, Spring Byington, Edmund Gwenn and Piper Laurie, during which they will visit 26 different cities for personal appearances. Charles Simoneli, exploitation head, leave today for Chicago.

Will your Will work?

Will your final wishes fail to be realized because you've made a faulty will? Technical flaws, a misused word, the absence of a few important elements, all can invalidate your obvious intent.

If there is uncertainty in your mind, please accept a copy of this new booklet. "Make a Will That Will Work" is a handy reference guide to every phase of will making problems. Your copy is waiting for you at any Bank of America branch; or write the Trust Department, 660 South Spring Street, Los Angeles. Do it today — while you're thinking about it.

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NATIONAL TRUST AND SAVINGS ASSOCIATION

Member Federal Deposit Insurance Corporation

COMPO Meet Holds Key

(*Continued from page* 1)

terned after that which was pursued by the World War II industry War Activities Committee.

(3) A compromise embodying features of each of the two points of view.

If, however, TOA is unwilling to go along with the resolution adopted by the other nine charter member representatives on the COMPO board, and if neither possibility two nor three materializes, the big question then will be:

TOA Poses Question

Will TOA withdraw from COMPO, and, if so, will COMPO continue to operate without TOA?

Members of the executive board yesterday expressed serious doubt that the solidarity of COMPO will be endangered, their opinion being that the meeting will resolve satisfactorily from every standpoint the differences that arose over the resolution at last month's board conference.

This opinion came from board members other than those representing TOA, however. As reported in MOTION PICTURE DAILY yesterday, leaders of the exhibitor organization have indicated that they are hopeful of an agreement. They appeared disinclined to speculate beyond that.

One board member representing one of the nine COMPO members that adopted the resolution conjectured yesterday that if TOA should choose to bolt the all-industry organization it would not mean the break-up of COMPO. He recalled that TOA assumed the role of a dissident at the COMPO organizational meeting in Chicago, and reminded that the exhibitor organization "came along" finally. He was of the opinion that TOA would "come along" this time.

Would Offer 'Full' Support

The resolution adopted by the nine provides, among other things, that Ned E. Depinet, COMPO president, be authorized and instructed to send a communication to President Truman offering him as Commander-in-Chief of the U. S. Armed Forces, the "full cooperation in the present crisis of the organizations which are charter members" of COMPO and "representative of the American motion picture industry."

One purpose of the meeting today is to enable Depinet to follow through on this authorization, to which is added the authorization to send similar communications to various government officials whose activities are directly and importantly related to the current crisis. This latter authorization is to be exercised by Depinet "in his discretion."

Depinet is authorized by the resolution to establish direct contacts with Federal departments and bureaus in line with an industry war effort. To this TOA has objected on the ground that a "rat race" of confusion would result. The solution, TOA believes, lies in the establishment of wartime cooperation machinery more or less identical to that which the industry adhered to with marked success during the last war.

According to the resolution, the primary functions of a COMPO Committee for Cooperation with the U. S. Government, would be:

(1) To develop a satisfactory liaison between officials of the U. S. Government and COMPO as representative of all branches of the organized American motion picture industry, including exhibition, distribution, production, the crafts, guilds, trade press, and Variety Clubs;

(2) To formulate and recommend to COMPO's executive board for approval a program of cooperation designed to assist the U. S. government and the United Nations in the informational and morale fields;

To Protect Industry's Interests

(3) To protect and utilize the industry's status as an important medium of communication; and

(4) To secure for the motion picture industry the necessary materials and manpower required for its effective functioning throughout this critical period.

The Committee for Cooperation, whose membership would be COMPO's president, eight vice-presidents, secretary and treasurer, or their alternates, is authorized under the resolution to "act by majority vote," a provision against which TOA has levelled some of its most strenuous objection. Acting by majority vote would deprive COMPO member organizations of their autonomy, TOA complains.

The cooperation committee is also given the authority to pledge the motion picture screens of America to the exhibition of any informational or other films made by or for the U. S. government, providing such films are approved by a special Screening Sub-Committee representing the five exhibitor organizations which are charter members of COMPO, which "the COMPO Committee for Cooperation with the U. S. Government shall set up at once."

Must Approve Films

It is further provided that this special committee shall have no authority to pledge the production or distribution of any *gratis* films for the U. S. Government unless and until the representatives of producer-distribution organizations appprove.

The resolution concludes on this note: "No indebtedness shall be incurred by this committee without prior authorization of the executive board, it being contemplated that individual charter members of the Council of Motion Picture Organizations, will make it possible for representatives on this special committee to perform the services necessary for its effective operation pending the activation of the COMPO committee on finance."

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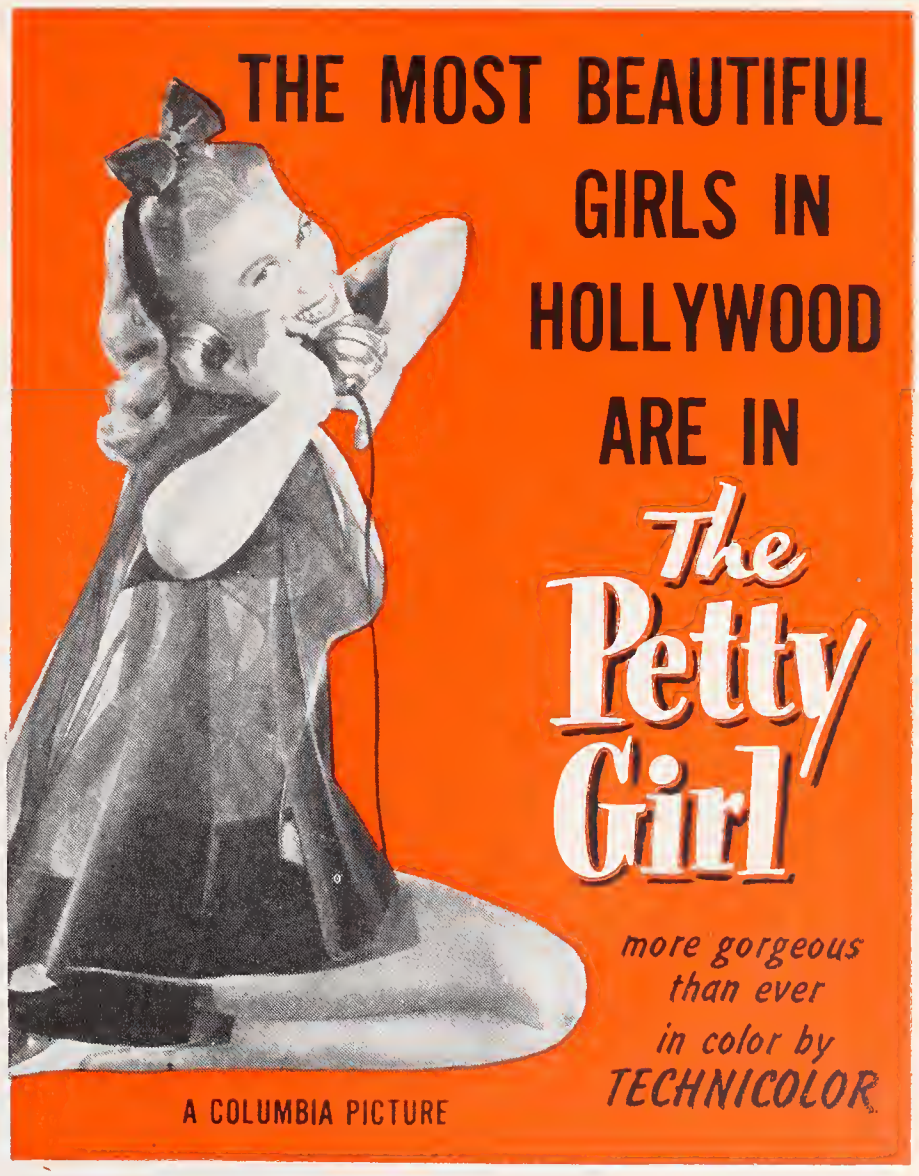

400-550 Children at Drive-ins Gratis

Boston, Aug. 8.— Drive-in theatres in Greater Boston which have been operating more than one year report that the free admission of children under 12 years of age averages 400 to 500 nightly from Monday through Thursday with 450 to 550 on weekends during the summer months. Tourist cars are much in evidence at the drive-in theatres nightly, many with children under 12. Swings, see-saws, pony rides and games have been installed for the children.

Schwalberg Slates 17 Pictures for Pine-Thomas Drive

Seventeen pictures will be made available for the forthcoming William Pine-William Thomas booking contest which will run for 17 weeks, from Sept. 3 to Dec. 30, it was announced by A. W. Schwalberg, president of Paramount Film Distributing Corp. More than $2,500 in cash awards will be made.

The following Pine-Thomas pictures are available for the contest: "Caged Fury," "Speed to Spare," "Big Town Scandal," "Waterfront at Midnight," "Dynamite," "Disaster," "Big Town After Dark," "Mr. Reckless," "Adventure Island," "Shaggy," "Manhandled," "Special Agent," "Albuquerque," "El Paso," "Captain China," "The Eagle and the Hawk" and "The Lawless."

'Big 10' TV

(*Continued from page* 1)

lying houses, while in Detroit, at the United Detroit flagship house, the Michigan.

Games here will consist of nine home games of Northwestern and Illinois, and the U. of Michigan games in Detroit. In view of the cost of the arrangement, it has been agreed that special admission prices will be charged, adaptable to local conditions in both cities. Patrons attending the telecasts will also be able to see the regular show. The company further hopes to demonstrate the potential appeal of theatre television and to explore its operation on a multi-theatre, inter-city basis, which would lay the foundation for a national theatre television system in the public interest.

To Use Two Systems

The Paramount intermediate film storage process will be installed in Detroit and in two of the B&K houses here, while in the third house here, the RCA system will be used. Reason for "use of the two systems," O'Brien stated, "is that the latest models of theatre TV equipment will receive their baptism in fire during this test."

"On the basis of our experience," he stated, "we are convinced that top sports events constitute excellent theatre attractions. Theatre TV constitutes an intermediate position in television and will enable them to serve their public without at the same time endangering the gate at the live events as does TV broadcasting."

Start-of-Show Policy

(*Continued from page* 1)

and agree to play it, in accordance with the specified policy.

Exhibition license agreements for "All About Eve," which because of its story and screen running time of two hours and 20 minutes, is regarded as uniquely adapted to the policy, will carry a clause embodying a "gentleman's agreement" which pledges the exhibitor to abide by the policy.

No Penalty Clauses

There will be no penalty clauses for breach of the agreement, Skouras and A. W. Smith, Jr., head of 20th-Fox distribution said, emphasizing that they believe the policy to be in the best interests of the public and the picture, and, therefore, of the theatre owner, who they believe will receive the maximum reward through adherence to the scheduled performance policy.

Skouras related he had seen the picture during a recent visit to the studio, found it "straight entertainment of a high grade but having extraordinary characteristics" which required special attention.

"Because the beginning of this picture is the ending," Skouras said, "it would spoil any audience's enjoyment of it not to see it from the beginning."

"Many people," he observed, "stay away from theatres rather than stand on line awaiting admission and then not see a picture from the beginning. We believe our plan to sell non-reserved seats in advance for scheduled performances, with the date and time of the performance specified on the ticket, will bring many people to the theatre who otherwise would not attend."

Charles Einfeld, 20th-Fox vice-president in charge of advertising-publicity, described the plan as fitting in with 20th-Fox's policy of improved showmanship and with industry efforts to win the public back to theatres.

Plan Off-Premise Sales

The advance sale of tickets can be held off the premises as well as at the box office, it was pointed out, with conveniently located stores and counters participating. Admissions would be sold to specific performances, with different colored tickets used for each performance. No one, not even ticket holders, would be seated after the start of the feature, even though the house may not be completely sold out. Late-arriving ticket holders could, however, exchange them for another performance.

The theatre would be completely emptied after each performance by means of a 25- to 30-minute intermission, with the auditorium lights turned up. No effort will be made by the distributor to dictate admission price policy for the performances, but 20th-Fox will insist that no second feature be used on the same program with "All About Eve." The distributor, of course, has no objections to the use of newsreels, supporting short subjects or stage shows on the same program.

It was conceded that the intermissions involved and the running time would reduce the number of shows a theatre could schedule. The Roxy here, for example, will have four instead of five shows on weekdays, five instead of six on Saturdays and three instead of five on Sundays. There will be no change in prices at the Roxy.

The company officials said they believed that the showmanship involved in the policy, together with the merits of the picture, would result in increased playing time for "All About Eve" which would more than compensate for the fewer shows daily due to the scheduled performance policy.

"We hope exhibitors will back the plan and give it genuine cooperation," Skouras said. "We also hope the trade press will support it.

"The fear of breaking away from precedents too often stands in the way of daring and adventure in showmanship. We hope that will not be true in this instance.

"We will sell this picture and this policy with outstanding trailers and with one of the biggest advertising campaigns in the history of our company. Four different types of billboard advertising will be used nationally."

For Some Films Only

Einfeld pointed out that part of the recent lack of appreciation for motion pictures develops from the inability of many to see them from their beginning. That has been a contributing factor to declines in theatre attendance, he believes, which the scheduled performance policy will help to correct.

Skouras pointed out that the policy is designed for a particular picture and could not be used continuously. The scheduled-performance plan is experimental only in the sense that if it proves successful with "All About Eve" it would be employed again with other pictures to which it may prove suitable.

Skouras observed that it may influence other distributors to adapt it to particular pictures of their own and that it may even influence producers to make full-length classics which could be best exhibited under such a policy.

"We hope to adhere to the scheduled performance policy for 'All About Eve' right down the line to the last run," Skouras said.

There will be no special sales method, other than established practice, in offering "All About Eve" for bookings, it was made clear. The picture will be available to every theatre willing to subscribe to and cooperate with the scheduled performance plan and it will be offered in competitive bidding only in those localities where 20th-Fox now engages in that practice.

Practice Successful Elsewhere

"We are not opposing the continuous run policy for the average picture," Skouras said. "We see this plan as being adaptable only to special pictures."

He pointed out that the policy is similar to standard seat-selling practices which are being and have been for long successfully employed in other parts of the world.

It was intimated during the interview that one of the most important results of the policy could be the word-of-mouth advertising, natural curiosity and want-to-see effects which it is virtually certain to engender publicly, garnering a vast amount of unique attention for the picture—all in the current effort for newer and better showmanship.

"All About Eve" is a Darryl Zanuck production, produced and directed by Joseph Mankiewicz, starring Bette Davis and Anne Baxter, with Celeste Holm, Hugh Marlowe, Gary Merrill, George Sanders, Ann Blythe, Gregory Ratoff and numerous other featured players. It is the story of an ambitious young actress, ruthless in her determination to reach the top in the legitimate theatre.

Admission Freeze Expected in Mexico

Mexico City, Aug. 8.—Local exhibitors expect the municipal government to soon decree a price ceiling on theatre tickets at the present standard scales, which average 57 cents at top first-runs, 47 cents at most other first-runs and 37 cents at second-runs.

Commercial Video Starts in Mexico

Mexico City, Aug. 8. — Regular commercial television began in Mexico with the successful telecast by Television de Mexico's station XHTV, which is backed by the newspaper *Novedades*. The station is in the headquarters building of the National Lottery. Two-hour programs are to be broadcast daily.

The government has allowed the importation of only 10,000 of the 42,000 video sets distributors wanted to bring in. It determined that importing all of the sets would mean exporting $8,000,000, too much for Mexico in these times.

FCC, Films, TV

(*Continued from page* 1)

will bring out some statement on the matter this month, pursuant to last spring's hearing on adoption of a uniform policy for withholding licenses from violators of anti-trust laws. Best guess is that no uniform policy will be adopted.

Prospect that a policy of blocking film companies from TV wherever possible will be announced is grave enough to have caused an emergency meeting of the Motion Picture Association of America TV committee in New York late last month. The members were told the Commission feels the withholding of current films from TV and the refusal by major studios to let top stars appear on video programs is strong evidence that the film industry considers TV competitive.

In the light of such competition, it is felt, film companies—including exhibitors—cannot be relied upon as a group to devote all their efforts to putting the best possible television programs on the air.

Case-by-case disposal of TV applications from film interests is indicated, with applications granted where there are no competitive applications by applicants as well qualified on other grounds. This would mean that in large cities film companies might almost always lose out so long as channels are limited.

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COMPO to Continue; TOA Accepts Compromise

Resolution on War Activities Changed to Require Unanimous Approval; Finance Plan Ratified for Sept. 1; Will Meet Again Today

By CHARLES L. FRANKE

The Council of Motion Picture Organizations yesterday successfully weathered the stormiest crisis of its brief history and appeared headed directly for a future that would find the motion picture industry more united than it had ever been in its long history.

The COMPO executive board emerged from yesterday's crucial meeting at the Hotel Astor here in full agreement on a program for industry cooperation through COMPO with the U. S. Government in the present war emergency. It was the question whether such an agreement could be reached that made COMPO's future look uncertain in recent weeks.

Hours of deliberation and debate, with the lines drawn mainly between Theatre Owners of America and the other nine charter members of COMPO, resulted finally in the adoption of a new resolution establishing a COMPO Committee for Cooperation with the U. S. Government as an outstanding achievement

(Continued on page 4)

Complete Text of Compo Resolution On War Activities

FOLLOWING is the complete text of the new resolution adopted by the Council of Motion Picture Organizations yesterday to effect industry cooperation with the government on war activities. Adoption of this compromise resolution and its acceptance by Theatre Owners of America averted a serious breach in COMPO ranks, one which might have affected the future of the all-industry organization.

RESOLVED by the Executive Board of the Council of Motion Picture Organizations, Inc.

1. That Ned E. Depinet, President, be authorized and instructed to send a communication to the President of the United States offering him as Commander-in-Chief of our Armed Forces, the full cooperation in the present crisis of the organizations which are charter members of the Council of Motion Pic-

(Continued on page 4)

Para. News Shows U.S. Defense Steps

As a public service feature, Paramount News is currently featuring a comprehensive round-up of the defense situation on the home front, to back up our front-line fighters in Korea.

Presented under the title, "Your Part In America's Hour of Sacrifice," the film shows the measures that are being urged to avoid all-out economic controls as well as the steps taken for victory in the war. It is climaxed with pictorial evidence of the dangers involved in hoarding, together with late war-front films.

Clarks Take Over UA's 'Back Rooms'

As indicated earlier by company officials, United Artists has closed a deal by which all physical handling of its films will be done by William and James Clark's National Film Service, effective Aug. 20. The Clarks and Frank L. McNamee, UA president, are friends of long standing.

While the new arrangement may result in estimated economies of

(Continued on page 6)

$417,076 Profit For RKO in First 6 Months of 1950

Consolidated net profit of Radio-Keith-Orpheum Corp. for the first six months of 1950 was $417,076, after taxes and all other charges, (including a profit of $300,770 from the sale of capital assets, before taxes). This is equivalent to approximately 11 cents per share on the 3,914,914 shares of common stock outstanding at the end of the period, and compares with a consolidated net profit of $2,207,037 for the first six months of 1949, after taxes and all other charges, (including a profit of $1,500,485 from the sale of capital assets, before taxes), equivalent to approximately 57 cents

(Continued on page 6)

COMPO Cites Congress for Aid on Excises

Myers Asks for Relief After Emergency Clears

WASHINGTON, Aug. 9.—Approximately 465 members of Congress received in their morning mail today messages of thanks for their sympathy for film industry tax troubles from the Council of Motion Picture Organizations' tax committee. A. F. Myers, Allied states director and chairman of the COMPO unit said hopes when the world peace situation looks better the industry can expect their vote for reduction or repeal of the admission levy.

The letter was put in the *Congressional Record* by Senator Alexander Wiley, Wisconsin Republican, along with a statement praising the patriotism of the industry. He pledged the honest possible aid to the industry in the form of tax relief, but said he could see no hope for such relief immediately ahead.

Myers' letter assured the Congressmen and Senators that their pro-in-

(Continued on page 6)

New Move in House To Exempt Tickets From U.S. Controls

WASHINGTON, Aug. 9.—The House today agreed for a second time to exempt motion picture admission tickets from price control in the event controls are imposed by the Federal government. It adopted a measure not only exempting tickets from government controls, but also advertising rates and sales rates for the press and radio.

This was the same proposal which was passed last week, then dropped in

(Continued on page 6)

DuMont Profit Up 57%, Sales, 45%

Net profit of Allen B. Du Mont Laboratories, Inc., television manufacturer and network operator, increased 57 per cent while sales advanced 45 per cent in the first 24 weeks ended June 18, as compared with the corresponding period of 1949. Sales amounted to $26,786,000, against

(Continued on page 6)

Canada Intensifies Defense, Tightening Theatre Building

OTTAWA, Aug. 9.—As a result of the Canadian government's intensification of its defense program, it is understood that the steel and other building supplies situation may soon become tight to the point where the building or remodeling of theatres will probably be shelved.

Some theatre operators are said to be already considering only emergency or necessary repairs in place of present plans for enlarging or renovating theatres, with the strong possibility that even orders for such work may have to be cancelled, especially if scheduled for 1951.

Building contractors are also re-

(Continued on page 6)

Senate Resolution Hits Nazi Product

Washington, Aug. 9.—The Senate Interstate Commerce Committee voted today to report to the Senate floor a resolution against the screening in this country of any films made by Nazis, Fascists or persons who collaborated with the enemy during World War II. The resolution was offered by Committee Chairman Edwin C. Johnson last month.

Gardner Completes Film in Puerto Rico, Two More Set

Ed Archie Gardner, network comedian and head of Gardner Productions, has completed his first production, "The Man With My Face." The film was shot completely in Puerto Rico, home of Gardner.

Gardner declared here yesterday that he supplied all of the capital, some $300,000, for the production, which stars Barry Nelson. Gardner disclosed that two more films are on his present schedule. The next will be "Pigsfeet," to be shot in Paris, and the third has yet to be titled.

Some 30 technicians and artists from the United States were used for "The Man with My Face," which was shot in 33 days. The picture is still to be scored, and as soon as that is completed, negotiations will start for distribution.

Edward J. Montagne, director of the picture, praised the cooperation received from the government in the making of the picture. He said the country has "unlimited possibilities for picture making and backgrounds."

Gardner arrived here Tuesday for business conferences and returns at the weekend.

Mono. Shows Novello Film; Host to Press

Ivor Novello's British Technicolor production of "The Dancing Years" was previewed here yesterday for the press at the Plaza Theatre, by Monogram Pictures, after which the company was host to the press at a luncheon at the Sherry Netherlands.

In attendance from the company were the following: Maury Goldstein, Lloyd Lind, John G. Dervin, Harry Goldstein, J. P. Friedhoff, Lou Liftion, L. E. (Nicky) Goldhammer, Nat Furst, Madeline White, Terry O'Neill, William Osborne, Fred Colorado, Jim Tierney and C. R. Konkright.

M-G-M and Skouras Resume Booking

Metro-Goldwyn-Mayer has resumed booking Skouras Theatres after a disagreement over rental terms for about a year, it was learned here yesterday.

The agreement marks the end of any serious M-G-M booking defection, the company having resumed booking Mike Naify's United California and Century Theatres some months ago.

NBC Leases Center

The Center Theatre, 3,000-seat legitimate house in Rockefeller Center here, has been leased by National Broadcasting Company for the production of television shows, it was announced here yesterday. Reconversion is underway, NBC said, and possession will be taken immediately.

New Northio House

CINCINNATI, Aug. 9. — Northio Theatres Co. has formally opened the new Columbia, at Middletown, rebuilt at a cost of $200,000.

Personal Mention

DARRYL F. ZANUCK, 20th Century-Fox production head, will arrive here from ths Coast on Monday and will leave for Europe a few days later.

•

WILLIAM J. CLEARY, Railway Express Agency publicist for many years, has become editor of the company's house organs, replacing STANLEY TODD, who has retired after 40 years' service.

•

PINCUS SOBER, of M-G-M's legal department, will leave here Wednesday for Brussels, Belgium, to attend the Congress of the International Amateur Athletic Federation.

•

HELEN A. RAWL, associated with the J. E. Robin export division for the past seven years, has joined C. S. Ashcraft Manufacturing Co., makers of projection arc lamps.

•

KIP SMILEY, M-G-M booker, has been named office manager at Cincinnati, succeeding H. J. SHEERAN, who returns to his sales post there.

HERBERT J. YATES, Republic president, arrived here from Chicago last night.

•

BEN BERGER, Minneapolis circuit operator and president of North Central Allied, is reported planning to file as a candidate for mayor of that city in the spring.

•

E. C. GRAINGER, head of Shea Enterprises, left here yesterday for Youngstown, O., first step on a tour of theatres in Ohio, Pennsylvania and New York.

•

HOWARD DIETZ, M-G-M advertising-publicity vice-president, has delayed his return to New York from the Coast and will arrive here Monday.

•

STANLEY KRAMER, producer, will be in Salt Lake City from Hollywood on Monday.

•

RUSSELL HOLMAN, Paramount Eastern production head, will arrive here today from the Coast.

Albany Area Now Has 45 Drive-Ins

ALBANY, N. Y., Aug. 9.—Opening of the Rustic Drive-In at West Sand Lake and scheduled openings of the Riverview at Rotterdam Junction and the Black River at Watertown next weekend make approximately 45 outdoor theatres in the Albany exchange district. This growth from one in 1940 has increased by almost 20 per cent the number of theatres in this territory.

The only slowdown in drive-in building momentum is the decision of W. W. Farley, Schenectady theatre owner, and Klein Bros., Hunter exhibitors, not to finish construction this season of a drive-in on Route 9W near Catskill. Farley explained that the Korean situation is a factor in the decision.

N. Y. Philharmonic to Roxy on Sept. 1

New York's Philharmonic-Symphony orchestra, under the direction of Dimitri Mitropoulos, will appear at the Roxy Theatre here for a two-week stand beginning Sept. 1, it is announced by 20th Century-Fox.

The project, conceived some months ago by 20th-Fox president Spyros P. Skouras as a means of bringing good music to new audiences at low prices, will mark the first time a major symphony orchestra has appeared in a motion picture theatre as a feature presentation. Soloist during the first week will be the American soprano, Eileen Farrell. Soloist for the second week will be announced later.

Sinatra Signs with CBS

Frank Sinatra has signed a long-term contract with the Columbia Broadcasting System covering his exclusive services in radio and television, it was announced yesterday by William S. Paley, CBS board chairman.

Show 'Vet' Film to Washington Group

WASHINGTON, Aug. 9. — Admiral Ross T. McIntire, chairman of President Truman's committee on "National Employ of the Physical Handicapped Week," presented the Disabled American Veterans' film, "On Stage Everybody," starring Bob Hope, and the Fun-on-Wheels Revue to a special conference here today of 500 leaders of business, labor, government and private groups.

McIntire commended the Association for performing a major service to the country in the production and distribution of the film which tells the story of disabled veterans. He said the film "will play an essential role in meeting the entire issue of employment of the nation's handicapped. The film industry is to be congratulated again for doing more than its full share."

J. S. Irwin, Canadian Controls Head, Quits

OTTAWA, Aug. 9.—J. S. Irwin, director of the Emergency Import Control Branch, Canadian government, whose functions include supervision over U.S. imports due to the exchange problem, has resigned his post to accept a position in private industry, Trade Minister Howe has announced here. W. E. McDermott, director of the Import Allotment Division, has also resigned to enter private industry.

Paramount Signs Pal

HOLLYWOOD, Aug. 9.—Paramount today signed George Pal, who produced "Destination Moon" independently, to produce "When Worlds Collide," an imaginative story concerning the atomic bomb and world annihilation, in Technicolor. Pal produced the Puppetoon series for Paramount prior to entering the independent field.

Exhibitors Oppose Censorship Plan In Grand Rapids

GRAND RAPIDS, Mich., Aug. 9.—Sponsors of a proposed film "censorship" ordinance defended its merits while foes challenged it on legal grounds at a city commission hearing here.

The ordinance, drafted by the Better Films Council of Grand Rapids, provides for a seven-member board to pass on all films before they are exhibited here.

Exhibitors said the board would be illegal under the city charter. They got an assist from city attorney Fred N. Searl, who questioned the legality of delegating such review powers to an appointed board. Under existing charter provisions a film is subject to review only after it has been shown.

Spokesmen for the film council, defending the demand for pre-showing review, said that in 1947 a movie ("The Outlaw") to which it objected ran for two weeks here.

Representatives of veterans groups joined in opposition to the ordinance. They contended censorship of films would lead to censorship in other forms. The film council's proposal that members of the review board be appointed by the city from a list of names submitted by the council also aroused opposition.

Ad Progress Exhibit Preview Here Today

Linda Darnell will be hostess this afternoon at a private preview and reception at the Associated American Artists Galleries here to introduce the "50 Years of Progress in Motion Picture Advertising" exhibit. Miss Darnell will attend the world premiere of her new 20th Century-Fox film, Darryl F. Zanuck's "No Way Out," at the Rivoli Theatre next Wednesday.

The ad exhibit, which will be open to the public through Aug. 18, includes more than 100 examples of film advertising from its inception in 1895 to the ultra-modern style of advertising created by Paul Rand and Erik Nitsche for "No Way Out." There will be no admission charge to the exhibit.

Fowler with Kramer

BOSTON, Aug. 9.—Stanley Kramer Productions, New York, has appointed Albert Fowler advance man for the motion picture "Cyrano DeBergerac." He will also handle Jose Ferrer in personal appearances on the road. Fowler was formerly 20th Century-Fox New England press representative with headquarters in Boston.

'Panic' Sets New High

WASHINGTON, Aug. 9.—Twentieth Century-Fox's "Panic in the Streets," which opened at the 450-seat Playhouse here today, set an opening day record for the house for the year by grossing an estimated $2,000 it was learned here. The figure is reported to be 20 per cent higher than any other opening day at the house for the year

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LOOKIN' FOR ANOTHER SOCK ON YOUR MARQUEE?

JIMMY CAGNEY is now giving the N.Y. Strand a bang-up follow-up to Warners' 'Flame and the Arrow' in Warners'

"KISS TOMORROW GOODBYE"

ALSO STARRING
BARBARA PAYTON · HELENA CARTER · WARD BOND WITH LUTHER ADLER BARTON MacLANE

PRODUCED BY WILLIAM CAGNEY DIRECTED BY GORDON DOUGLAS A CAGNEY PRODUCTION DISTRIBUTED BY WARNER BROS.

Screen Play by Harry Brown From Horace McCoy's "Kiss Tomorrow Goodbye"

Text of COMPO Resolution

(*Continued from page* 1)

ture Organizations, Inc., and representative of the American motion picture industry.

2. That the officers of COMPO (the president, the nine vice-presidents and the treasurer) or alternates designated by each of them, is hereby constituted as a committee to be known as the COMPO committee for Cooperation with the U. S. Government. The Secretary of COMPO shall serve as the secretary of the committee without vote.

The primary functions of said committee are:

To Develop Liaison

(a) To develop a satisfactory liaison between officials of the U. S. government and COMPO as representative of all branches of the organized American motion picture industry, including exhibition, distribution, production, the crafts, the guilds, the trade press, and the Variety Clubs; to establish the necessary direct contacts with departments and bureaus of the Federal Government whose activities either involve the cooperation of the motion picture industry or affect the successful functioning of the motion picture industry during the present crisis, and take all necessary steps to protect the essential operations of the motion picture industry as a vital medium of communication and information within the United States and the free world.

(b) To formulate and recommend to the COMPO executive board for approval a program of cooperation designed to assist the U. S. Government and the United Nations in the informational and morale fields:

(c) To protect and utilize the industry's status as an important medium of communication; and

To Seek Material Needs

(d) To secure for the motion picture industry the necessary materials and manpower required for its effective functioning throughout this critical period.

Said committee created by and responsible to the executive board of COMPO is authorized to act by unanimous vote of the members of the said committee on matters within the scope of the authority delegated to it by the executive board provided, however, that such committee shall have no authority to pledge the motion picture screens of America to the exhibition of any informational or other film or films made by or for the U.S. Government, unless such film or films be first approved by a special Screening Sub-committee representing the five exhibitor organizations which are charter members of COMPO which the committee shall be set up at once, and provided further that this committee shall have no authority to pledge the production or distribution of any *gratis* film or films for the U. S. Government unless and until the representatives of the Motion Picture Industry Council, the Motion Picture Association of America, and the Society of Independent Motion Picture Producers vote affirmatively in favor thereof or unless and until some named producer or distributor or one of the above charter members advises the committee in writing of a willingness to produce and/or distribute such film or films without cost.

Minutes of the meetings of such committee shall be sent to absentee member or members and unless a negative vote is recorded by such absentee members with respect to any action or actions within five days after receipt thereof, such minutes shall be deemed to have been approved by such absent member or members.

The committee is authorized and instructed to appoint the necessary persons and sub-committees to effectuate properly the purposes of this resolution and this committee.

All indebtedness incurred by the committee with the authorization of the executive board shall be paid out of the funds collected by COMPO through the medium of the approved finance plan effective as of September 1, 1950.

COMPO to Continue

(*Continued from page* 1)

at yesterday's meeting at the Hotel Astor here. The meeting will be resumed today.

The resolution adopted was in the nature of a compromise, with TOA winning a number of points it had fought hard to have included in the document. Principal point won by the exhibitor organization was the stipulation in the resolution that the Cooperation Committee, which was created by and will be responsible to the COMPO executive board, is authorized to act by unanimous vote. In the resolution which was adopted by the nine other COMPO member organizations at the July 24 meeting here the special committee was authorized to act by majority vote. The July 24 resolution was voted out of existence at yesterday's meeting prior to the adoption of the new one.

Change a TOA Victory

Thus, TOA, which had envisaged its autonomy and veto power jeopardized under the old resolution, won an important victory in having the voting provision amended.

The board, before entering into discussion of the differences that existed over the resolution pertaining to the industry war emergency cooperation, reaffirmed unanimously that COMPO should prevail as it was constituted. This tended to obviate the possibility of damaging disunity were the ensuing debate to put too much strain on the organization.

Moreover, the board also voted early that the financing arrangement as adopted in Chicago be formally adopted and set in operation Sept. 1. The COMPO finance committee, headed by Samuel Pinanski, was the only COMPO committee that had not met before yesterday's meeting.

Its role now will be to establish the details necessary to the functioning of the financing arrangement. The arrangement calls for donations by exhibitors and distributors of one-half of one percent of film rentals, and it has been indicated that a treasury of some $600,000 could possibly be established within a year.

Depinet Operates Meeting

The meeting opened with what COMPO secretary Francis Harmon described as a heart-to-heart talk by COMPO president Ned E. Depinet. There followed a general discussion which culminated in the unanimous affirmation by the board representatives that COMPO was more than ever needed by the industry and should get under way with its activities at the earliest possible moment.

Prolonged debate then followed on the subject of how the cooperation with the Government would be carried out. TOA's board representative, executive director Gael Sullivan, offered a resolution which the exhibitor organization wanted substituted for the July 24 document to which it objected. After much discussion, Depinet appointed a committee consisting of Sullivan, Max A. Cohen, Leo Brecher, Herman Levy and Nathan Yamins, which was instructed to decide the issue.

It reported that all previous resolutions and motions were to be withdrawn by unanimous consent and that the new resolution be adopted. The new resolution pertaining to the war effort was then adopted unanimously by the board.

The new resolution, which is published in full in adjoining columns, provides for a COMPO Committee for Cooperation with the U. S. Government made up of COMPO's president, nine vice-presidents and treasurer, or alternates designated by each of them, with the COMPO secretary serving as the secretary of the committee without vote.

COMPO Role Vital

In the resolution which TOA had submitted, and which was subsequently withdrawn, the exhibitor organization moved that COMPO's supervision of such committee be "nominal." Thus, TOA lost on that point when it was finally decided unanimously that cooperation with the Government shall be sustained by and through COMPO.

Among the matters which the board will take up at today's meeting will be the means whereby the finance plan can be adopted as quickly and as widely as possible. It will consider also reports of the planning, organization, membership and personnel and management committees. The last named was assigned responsibility for selecting candidates for the COMPO executive vice-presidency, the only salaried executive post in the organization. However, it was deemed unlikely that a selection of an executive vice-president will be made today.

The Committee for Cooperation with the U. S. Government will be staffed by the following COMPO officers: Depinet (chairman), MPAA; Robert J. O'Donnell, Variety Clubs; Samuel Pinanski, TOA; Trueman T. Rembusch, Allied; Harry Brandt, ITOA; Leo Brecher, MMPTA; Rotus Harvey, PCCITO; Ellis Arnell, SIMPP; Ronald Reagan, SAG (MPIC); Roy Brewer, AFL Film Council; (MPIC); Abel Green, trade press. Harmon will be its secretary.

Three Members Absent

Pinanski, Arnall and William Graeper of PCCITO were unable to attend yesterday's meeting. Present at the meeting, in addition to the others named above were: Robert W. Coyne, Leonard Goldenson and Ezra Stern, TOA; Edward Laehman, Allied; Mare Wolf, Variety Clubs; Art Arthur and Al Rogell, MPIC; Martin Quigley, trade press; William Namenson and Morton Sunshine, ITOA; Oscar Doob, Fred Schwartz and Russell Downing, MMPTA; William F. Rodgers, Barney Balaban, Austin Keough, Mauriee Bergman, Henderson Ritchey and Leon Bamberger, MPAA; Robert J. Rubin, SIMPP.

TOA Hasn't Signed COMPO By-laws Yet

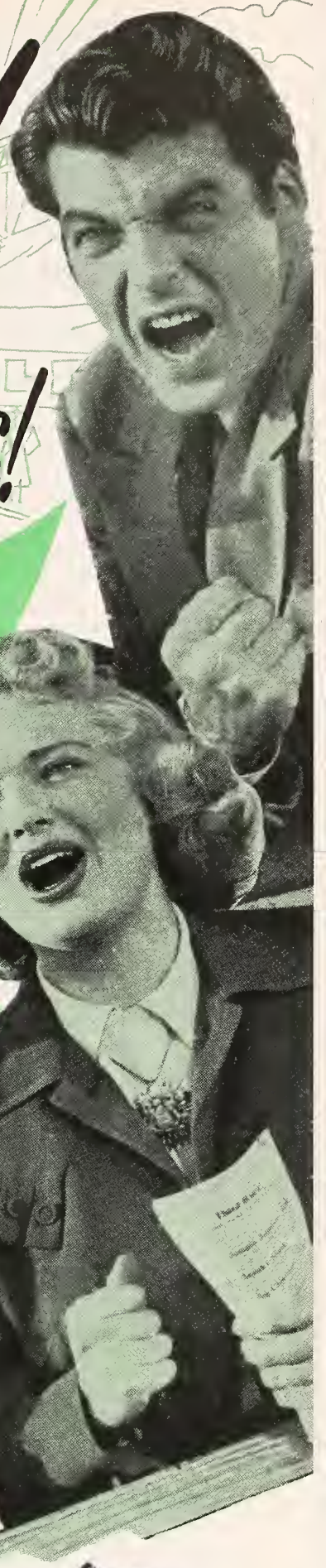
That Theatre Owners of America has never signed the COMPO by-laws and that the defection, technically and probably legally, means that COMPO does not formally exist, as of now, was brought out at yesterday's COMPO meeting here. All other nine charter members of COMPO have signed.

It's that GREAT BIG WONDERFUL SHOW

packed with the thrills of a thousand fairgrounds!

COUNTY FAIR

COLOR BY CINECOLOR



A JEFFREY BERNERD Production starring

RORY CALHOUN

JANE NIGH

with **FLORENCE BATES**

Warren DOUGLAS · Raymond HATTON

Produced by WALTER MIRISCH

Directed by William Beaudine · Screenplay by W. Scott Darling

A MONOGRAM PICTURE

IT BRINGS THE MIDWAY RIGHT TO YOUR BOXOFFICE!

MONOGRAM'S Super-Successor to "BLUE GRASS of KENTUCKY"

Pinanski Suffers Ptomaine Attack

Sam Pinanski, Theatre Owners of America president, was seized with an attack of ptomaine poisoning during the meeting of the COMPO executive board at the Hotel Astor here yesterday and was obliged to withdraw from the meeting to obtain medical attention.

Si Fabian, TOA board chairman, was unable to attend the meeting because of illness, leaving Gael Sullivan, TOA executive director, as the organization's sole representative in the COMPO session with a voting privilege. TOA members Robert Coyne and Ezra Stern were present as observers.

Cites Congress

(*Continued from page* 1)

dustry position was well known to theatre owners in their states.

He wrote that the tax itself is "largely responsible for the present depressed state of the theatre business," and that the industry is in dire need of relief," but recognizes that "national defense must come first." Congress could not do otherwise than refuse to lower the tax now, he said.

New Move in House

(*Continued from page* 1)

a reversal of form. It has also been passed by the Senate Banking and Currency Committee.

Salaries of film talent would not be frozen, but if wage controls are clamped down the wages of film employes would be controlled.

Para.'s 'Sunset' Cited

Paramount's "Sunset Boulevard" has been selected as the "Picture of the Month" in the August issue of *Redbook Magazine*. The picture will open at the Music Hall here today.

Review

"Bunco Squad"

(RKO Radio)

THE PHONY racket of pretending to communicate with the dead through fake mediums is given another going-over in this detective drama. "Bunco Squad" is a routine action thriller that is satisfactory in its classification.

Robert Sterling has the lead as a young detective with Joan Dixon, playing a budding young actress, as his girl friend. The group of racketeers who prey upon the hopes of foolish persons is headed by Ricardo Cortez, a smooth operator indeed. When the going gets tough for Cortez he is not averse to having one of his aides "liquidate" the opposition.

Sterling sets about cleaning up the insidious group, but first he needs to amass evidence against them. Employing Miss Dixon's acting talents to the task, Sterling finally snares the criminals. In between there are some close calls for Sterling as well as for Miss Dixon. Lewis J. Rachmil produced and Herbert I. Leeds directed, from a screenplay by George Callahan.

Running time, 67 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

RKO Profit

(*Continued from page* 1)

per share on the 3,899,914 shares of common stock outstanding at the end of the 1949 period.

Consolidated net profit for the second quarter of 1950 was $311,119, after taxes and all other charges (including a profit of $100,113 from the sale of capital assets, before taxes). This is equivalent to approximately eight cents per share on the 3,914,914 shares of common stock outstanding at the end of that quarter. This compares with a consolidated net profit of $1,169,557 for the second quarter of 1949, after taxes and all other charges (including a profit of $1,499,397 from the sale of capital assets, before taxes). This is equivalent to approximately 30 cents per share on the 3,899,914 shares of common stock outstanding at the end of the second quarter.

Provision for estimated income taxes were as follows: Six months, 1950, $475,000, 1949, $1,150,000; three months, 1950, $175,000, 1949, $172,000.

Canadian Defense

(*Continued from page* 1)

portedly warning prospective customers in the theatre field that they may be unable to carry out extensive plans with the present outlook for supplies.

DuMont Profit Up

(*Continued from page* 1)

sales of $18,487,000, Dr. Allen B. Du Mont, president, reports.

Net profit of $2,797,000 after taxes, and all charges, including network losses, which is equivalent to $1.16 a share on 2,358,466 common shares outstanding as of June 18, was realized during the period. This compares with a net of $1,780,000 for the first 24 weeks of 1949, or 83 cents a share, on 2,057,465 common shares outstanding as of June 19, 1949.

Since March 26, the company sold 250,000 of Class A common stock at $25 per share less underwriting discounts and commissions, and 6,245 shares of preferred stock have been converted into 6,869 shares of Class A common stock as of June 18, 1950. As of that date there were 2,358,466 "A" and "B" common shares outstanding and 137,661 shares of preferred outstanding which are presently convertible into 1.1 shares of Class A stock for each share of preferred.

Clarks-UA Deal

(*Continued from page* 1)

$20,000 annually, it will also provide UA films with six new shipping depots, in addition to its own 26 exchanges. The new facilities will be at Albany, Portland, Oklahoma City, Memphis, Des Moines and Butte. Otherwise, NFS will operate from UA branches directly, retaining UA's back room employes at prevailing rates and terms of existing contracts, the company said.

Meanwhile, the new UA management is said to be considering dropping its television department, which reportedly has been operating at a loss.

Two New England Groups Set Outings

HARTFORD, Aug. 9. — The Motion Picture Theatre Owners of Connecticut will hold its annual outing and golf tournament on Aug. 15 at Racebrook in Orange, Conn. Co-chairmen are George H. Wilkinson, owner of the Wilkinson Theatre, Wallingford, president of the MPTO of Connecticut, and Albert M. Pickus, Stratford Theatre, Stratford, regional vice-president of the Theatre Owners of America.

The Warner Club, organization of regional Warner distribution and exhibition employes, will hold its annual outing at Happy Acres, Middlefield, on Aug. 16. James A. Bracken, contact manager of Warner New England Theatres, is in charge.

FCC Okays Griffith Radio Plans Until Final Policy Is Se

WASHINGTON, Aug. 9.—The FC today approved a reorganization of tl controlling interests of H. J. Griffi Theatres in two Texas radio statio but took occasion to warn Griffit circuit operator in Texas and Okl homa, that any prese[illegible]proval ma be subject to revision when a poli determination is finally reached how to deal with licensees guilty anti-trust law violations. Griffith w found guilty by the U.S. Supren Court of anti-trust violations in co nection with the operation of the Gri fith circuit, the FCC said.

The two radio stations are KEP at El Paso, and KWFT, Wichi Falls.

War Curbs on Radio TV Not Needed: Co

WASHINGTON, Aug. 9.—No cur on radio and television in the event a full military emergency are env aged by Wayne Coy, Federal Comm nications Commission chairman.

Coy made this statement at a me ing of the National Association Broadcasters board, apparently answer to unofficial reports that ra station beams might be used by enemy in air attacks. The FCC he said domestic operations could pr ceed normally, with only a self-i posed censorship on military ne likely.

Leo Seligman Sel Out, Leaves Favori

Leo Seligman, independent film d tributor, has sold his stock in Fa orite Films and Regal Television P tures, amounting to a one-third int est, to the corporations and has signed as treasurer of both compani he announced here yesterday.

Seligman has opened offices at Seventh Ave. here and will dev himself to national distribution.

Goldwyn Cites Industr

Appearing as a music commenta on NBC's Samuel Goldwyn Progra the producer Tuesday night cited industry's contribution to cultu Goldwyn said that "music is only of the many ways in which mot pictures have done much for the c tural side of our country and the tire world." Goldwyn will be gu conductor on the network for f weeks on Tuesday nights.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 29 NEW YORK, U.S.A., FRIDAY, AUGUST 11, 1950 TEN CENTS

Para. Pictures 6-Mo. Profit Is $2,826,000

Estimate Second Quarter Earnings at $1,385,000

Paramount Pictures Corporation estimates the earnings of the corporation and its consolidated domestic and Canadian subsidiaries for the second quarter ended July 1 at $1,385,000 after provision for income taxes. These earnings do not include $442,000 representing Paramount's net interest in the combined undistributed earnings for the quarter of partially owned non-consolidated subsidiaries, principally Allen B. DuMont Laboratories, Inc.

Earnings for the six months ended July 1 on the same basis are estimated at $2,826,000. These earnings do not include $829,000 representing Paramount's net interest in the combined undistributed earnings for the six months of partially owned non-consolidated subsidiaries, principally Allen

(Continued on page 6)

1,000 Locals At 'IA' Meet

DETROIT, Aug. 10.—Some 1,100 delegates will represent nearly 1,000 locals in the motion picture and allied amusement fields at next week's convention here of the IATSE from Monday through the week.

From Hollywood will come cameramen, film editors, laboratory technicians, sound technicians, costumers,

(Continued on page 6)

Annual Monogram Convention Sept. 5-7

Hollywood, Aug. 10.—Company president Steve Broidy today disclosed that the annual sales convention of Monogram-Allied Artists will be held at the Ambassador Hotel here Sept. 5-7. At that time Broidy will make the annual product announcement to the 100-plus members of the field sales force, executives and franchise holders attending.

Hughes-Brandt Deal To Lawyers, Dietrich Leaves for Coast

Noah Dietrich, RKO board chairman and chief representative of Howard Hughes, left here yesterday for the Coast by private plane, ending three weeks of participations in the negotiations for sale to Harry Brandt of Hughes' controlling interest in the post-divorcement RKO theatre company.

Prior to his departure Dietrich said his leaving had no significance insofar as the Brandt deal was concerned, adding that he would have left sooner had it not been for other business.

Dietrich had extended his stay in New York two weeks ago because of the promise of an early conclusion of the deal with Brandt. Subsequently, an agreement on terms was reached under which Brandt would pay in excess of $8,000,000 for the 929,020 shares of RKO theatres' stock which will be issued to Hughes following divorcement next Jan. 1.

Complications ensued involving the

(Continued on page 6)

Delay RKO-Reade Dissolution Again

A request by the estate of Frank Storrs, a party to the RKO Theatres-Walter Reade partnership in Trenton-New Brunswick Theatres, for postponement of the entry of a decree for the dissolution of the partnership was granted yesterday by New Jersey Superior Court in Trenton.

(Continued on page 6)

ARTHUR MAYER IS COMPO EXEC. V-P

COMPO Will Have A Research Unit Of Six Members

At yesterday's Council of Motion Picture Organizations executive board meeting, which was characterized by speed, facility and enthusiasm, COMPO president Ned E. Depinet was authorized to name a six-man committee on basic research. The board voted the committee, which Depinet has yet to name, an appropriation of $3,500 for preliminary expenses.

The research committee will be responsible for the employment of one or more market analysis groups to give COMPO a realistic picture of the industry, and to give reasons for box-office difficulties. The sub-committee

(Continued on page 5)

Hold TOA's COMPO Signature Binding

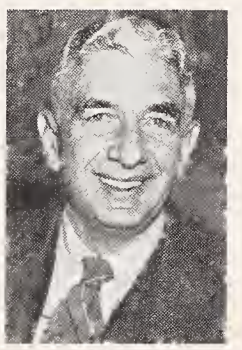
The Council of Motion Picture Organizations is a thoroughly legal entity despite the fact that Samuel Pinanski, president of the Theatre Owners of America, to date has not signed its by-laws, in the unanimous opinion of COMPO's executive board.

This position was entered upon the

(Continued on page 4)

2-Day Meet Completes Organization Work; COMPO Ready to Start

Arthur L. Mayer, film consultant to the Economic Cooperation Administration and former exhibitor, film importer and producer of documentaries, yesterday was elected unanimously by the executive board of the Council of Motion Picture Organizations to the executive vice-presidency of COMPO at a salary of $25,000 annually, plus expenses.



Arthur L. Mayer

This action by the board was the final one that was needed to make COMPO a "going concern." It climaxed two days of work and debate

(Continued on page 5)

COMPO Plans 2 Seminars

The Council of Motion Picture Organizations this year will sponsor two seminars on the problems of production and exhibition, one to be held in Hollywood and another in a "grass roots" area.

This action was voted yesterday at the final session of the two-day COM-

(Continued on page 4)

Montague Challenges Wood's Proposed Autry Boycott

COLUMBUS, O., Aug. 10.—Prospective boycott of Gene Autry pictures by Ohio exhibitors angry at his production of 27-minute features designed for TV use would injure "the innocent party," Columbia Pictures, said Abe Montague, Columbia general sales manager, in a letter to P. J. Wood, secretary of the Independent Theatre Owners of Ohio. Wood had written in the July 28 issue of the ITO bulletin that "exhibitors should remember Autry's TV films when they are asked to buy Autry features." Leo T. Jones, Upper Sandusky exhibitor, cancelled four Autry contracts following the Wood bulletin.

"Columbia did not advocate Autry's going on television and Columbia does

(Continued on page 4)

Ugast Named 20th's Far Eastern Head

Edward Ugast, manager for 20th Century-Fox in Cuba since 1946, has been promoted to the post of Far Eastern supervisor by Murray Silverstone, 20th-Fox International head.

Ugast has been in New York for the past few weeks for conferences with head office executives and will return to Havana immediately to wind up his affairs there. Shortly thereafter he will proceed to Singapore where he will make his headquarters.

In his new post, Ugast will super-

(Continued on page 6)

Theatre Employes' Training Film Set

The COMPO executive board, meeting here yesterday, adopted a plan whereby the organization will develop a script for a training film designed solely for the use of industry employees, with a view to improving their relationships with one another and with the public.

Spyros P. Skouras has indicated that 20th Century-Fox will produce such a film. The COMPO board commended Skouras for his cooperation.

Personal Mention

FRANK N. PHELPS, Warner Theatres labor relations head, will leave here today for Cleveland and Detroit. He will attend the IATSE convention at the latter city.

•

HENRI DIEUZEIDE, faculty member of L'ecole Normale Superieure de Saint-Cloud, has arrived in Toronto from Paris to study film production and distribution at the National Film Board on a Canada-UNESCO fellowship.

•

MAURICE BARR, secretary of Paramount Gulf Theatres, and MRS. BARR are vacationing in the Canadian Rockies and plan to visit Detroit and Chicago en route back to New Orleans.

•

ROGER TULLY of Universal's home office checking department, has enlisted in the Armed Forces and has reported to the U. S. Naval Base at San Diego, Cal.

•

LAURENCE OLIVIER and his stepdaughter, SUSAN HOLMAN, will arrive here today from London by air and will leave over the weekend for the Coast.

•

MAURICE HARRIS, Universal-International home office exploiteer, and LOWELL BENEDICT, press contact, are in Chicago from New York.

•

GYS LANDSBERGER of Excelsior Pictures will sail from here over the weekend for Europe.

•

BOB GOODFRIED, Eagle Lion Classics publicist, is in San Francisco from Los Angeles.

•

GEORGE A. HICKEY, M-G-M Western sales manager, left San Francisco last night for Portland and Seattle.

•

EMERSON YORKE, producer, returned to New York yesterday by plane from a business trip to Toronto.

Zanuck to Capital For Defense Confabs

Darryl F. Zanuck, who is due here Monday from the Coast, will proceed at once to Washington for conferences with Defense Department officials, the 20th Century-Fox home office reports. The 20th-Fox production head held the rank of Colonel in World War II.

Zanuck is expected to return to New York for the premiere of his production. "No Way Out" at the Rivoli on Wednesday and will then leave for London by air.

'Manon' Rights to Discina

Foremost Films has sold U. S. distribution rights to the French language film, "Manon," starring Cecile Aubry, to Discina International, it is reported by Noel Meadow, Foremost executive. A Broadway premiere is planned for the fall.

Industry's 'Ad Progress' Exhibit Open to Public

A special preview of a "50 Years of Progress in Motion Picture Advertising" exhibit was held here yesterday at the Associated American Artists galleries. The exhibit, which was attended by industry executives, ad men, artists, and newspaper and trade representatives, was sponsored by the galleries in association with 20th Century-Fox. The exhibit will open to the public today and will continue through Aug. 18.

More than 100 examples of motion picture advertising during the past half-century, ranging from its inception in 1895 to the campaign recently launched for Darryl F. Zanuck's "No Way Out," were on display. The "No Way Out" ads, currently running in New York newspapers preliminary to the world premiere at the Rivoli Theatre on Aug. 16, were created by illustrators Paul Rand and Erik Nitsche.

Other pictures represented include "Cabiria," early Chaplin films, "Cleopatra," "Way Down East," "Over the Hill to the Poor House," and "Beau Brummel," etc.

Considerable space was devoted to ads on films of the 40's when "art in advertising" was first stressed. Examples of Thomas Benton's lithos for "The Grapes of Wrath," Norman Rockwell's paintings for "The Song of Bernadette," and special formats for "The Snake Pit," "Gentleman's Agreement," "Pinky," and others were in this section of the exhibition.

Jeffery Bernerd, 58, MonogramProducer

HOLLYWOOD, Aug. 10.—Jeffery Bernerd, 58, veteran producer of films here and in Great Britain, died at his Beverly Hills home this morning of a heart attack.

Bernerd suffered a cerebral hemmorage last November but had recuperated and returned to work at Monogram, producing the current "County Fair" and preparing "Blue Blood," a semi-sequel to his production, "Blue Grass of Kentucky."

Born in London, Bernerd entered the industry there in 1913 and in 1918 became managing director of Stoll Film. Later he became general sales manager for Gaumont-British and producer of the company's newsreels.

The widow and two stepsons survive. Services will be held Monday morning at the Wee Kirk o' Heather, Forest Lawn.

Paul Lazarus, Jr. to Leave U.A. Today

Paul Lazarus, Jr. former executive assistant to the president of United Artists and chief sales executive of the company, will wind up his affairs there today, making his recent resignation effective at once. Lazarus' plans are still undecided.

The new UA management, up to yesterday, had not named a successor.

20th-Fox Plans Big Ad Drive on 'Flags'

ATLANTA, Aug. 10.—In line with company's recently-announced plans to increase its advertising expenditures during the coming year, Harry Ballance, 20th Century-Fox Southern sales manager, today announced that the entire South will be blanketed by a full-scale advertising campaign in key newspapers in connection with the world premiere and mass saturation openings of "Two Flags West" in his territory.

The campaign, said to be the largest ever placed in this area by the company, will spearhead a day-and-date opening in more than 200 situations with every print on the picture being made available to the territory.

The world premiere will take place at the Fox Theatre here on Oct. 11 with state and civic notables, and Southern society invited. The Southern area was selected for the launching because of the film's theme which deals with the historic amnesty given Confederate prisoners during the Civil War by President Lincoln in order to recruit soldiers for the Indian wars.

The picture stars Joseph Cotten, Linda Darnell, Jeff Chandler, and Cornel Wilde, and was directed by Robert Wise, with Casey Robinson producing. A number of the stars will appear at the premire.

The large scale campaign will run in 26 cities of nine states, and each ad will list playdate and theatre credits for the houses taking part.

H. C. Miner, 84, A Century Founder

H. Clay Miner, lately of Ft. Pierce, Fla., chairman of the board of Century Circuit, Inc., died yesterday at the Greenwich Hospital, Greenwich, Conn., after a long illness. He was 84 years old.

Miner was born in Brooklyn and was the son of the Hon. Henry C. Miner, member of the 54th Congress and famed theatrical producer. He was active for many years in the management of Miner Theatres and was later one of the founders of Century, a circuit in Brooklyn and Long Island. He is survived by the widow, Mary B. Miner; a son, Henry C. Miner, Jr., and three grandsons.

Felix Kahn, Banker

BOSTON, Aug 10.—Funeral services for Felix E. Kahn, retired banker and former director of Paramount Pictures, were held at his summer home at Kneisel Hall, Blue Hill, Maine. Born in Mannheim, Germany, Kahn was connected with banking firms in Germany and England before coming to this country in 1904. He was on the Paramount board of directors for several years. Surviving is the widow, Marianne Kneisel Kahn.

'Sunset' Reviews to All Para. Men Today

Confident that the tenor of New York newspaper reviews this morning will be of a kind to inspire men charged with selling Paramount's "Sunset Boulevard," Max Youngstein, advertising-publicity chief, kept his staff at the office last night to get the papers hot from the presses, clip the reviews and air express them for delivery by 9 a.m. this morning to every Paramount exchange across the country. A message from A. W. Schwalberg, distribution chief, will accompany the reviews.

The picture opened at Radio City Music Hall here yesterday.

Levy Leaves MPEA To Join Columbia

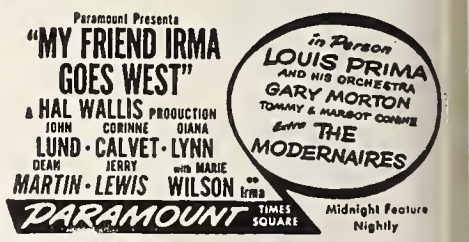
William M. Levy this week terminates a year of administrative service with the Motion Picture Export Association, it was announced here yesterday by Irving Maas, MPEA vice-president and general manager.

Levy, who served as assistant to Maas, will join the Continental sales staff of Columbia Pictures International on Monday. He is a veteran representative of American film companies in many areas of the world. Maas said Levy "leaves with MPEA's gratitude and good wishes."

Members of the MPEA staff yesterday were hosts to Levy at a farewell luncheon.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
'SUNSET BOULEVARD'
William Holden • Gloria Swanson
Erich Von Stroheim
A Paramount Picture
SPECTACULAR STAGE PRESENTATION



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SUNSET BOULEVARD

. . . OPENED TO TREMENDOUS BUSINESS

YESTERDAY AT THE RADIO CITY

MUSIC HALL.

DON'T TAKE OUR WORD FOR IT! IF

YOU ARE IN NEW YORK . . . JUST STOP

BY THE THEATRE AND WATCH THE

CROWDS AND THE MONEY POUR IN!

IF YOU ARE OUT OF TOWN . . . CALL

THE MUSIC HALL. THEY'RE PLAYING

IT . . . THEY'LL TELL YOU!

As Always:

If It's A Paramount Picture

It's The Best Show In Town!

Camp to Reopen, So Will Five Theatres

Boston, Aug. 10.—Immediate reactivation of Camp Edwards at Falmouth, Mass., on Cape Cod, for the training of troops will bring about the re-opening of five motion picture theatres in that area which have been closed since the last war.

Montague

(*Continued from page* 1)

not control in any way the television rights of this particular star or any other star," said Montague. "However, Columbia does have the rights to the pictures in which Autry stars and if the exhibitors of Ohio decide to boycott Autry by not playing his pictures, that would hurt the innocent party, in this case Columbia Pictures."

Montague pointed out, as Autry did in his letters to Wood, that William Boyd and Hopalong Cassidy have appeared on TV in feature films that were the same as those sold to exhibitors. "I think by this action the exhibitors encouraged many of the stars in Hollywood to give consideration to adding to their popularity and income by appearing on television."

Monogram Producer To Confer on Film

HOLLYWOOD, Aug 10. — Producer Lindsley Parsons will leave here tomorrow for Ottawa where he will conclude negotiations for the production of "The Ottawa Story," to be made jointly by Monogram and F. R. Crawley Films of Canada. Parsons is now arranging for an American director and stars to do the picture there when shooting commences. The cast will include Canadian players.

Review

"Let's Dance"

(*Paramount*)

WITH a competitor company's recent issuance of Betty Hutton's "Annie Get Your Gun" and Fred Astaire's "Three Little Words," a condition of happy fortuity appears to prevail for Paramount in its having a musical that teams those stars. No need to point out that the customers who will have seen Miss Hutton and Astaire in the other two pictures will be just about ripe for "Let's Dance" when it goes into general release in November. This musical, which by and large is astutely produced and directed, should be very well received generally. Thus, the only hypothesis left to draw regarding its commercial outlook, is that "Let's Dance" will be a grosses-getter of no mean stature.

The picture is a gay, frolicsome Technicolor offering freighted with bouncy tunes and lightfooted dancing—just about what you would expect from a picture so titled and starred. It is at its best when Betty and Fred are singing, stepping and clowning, and the intervals reserved for these activities do much to compensate for what the story itself lacks in freshness and inspiration. There are some scattered slow interludes of plot unfoldment that might have been eliminated, thereby cutting the nearly two hours of running time that one becomes quite conscious of as the final reel unwinds.

The story, briefly, is about showgirl Betty's attempt to evade and avoid her stuffy Boston in-laws after her husband has been shot down in the war. The family does not mind rambunctious Betty's leaving—since they regard her as no credit to Boston traditions—but when she escapes with her young son, little Gregory Moffett, a couple of family attorneys (Roland Young and Melville Cooper) are assigned to find her and prove in court that she is not qualified to care for the boy, heir to the family fortune. She gets a job through Astaire, a former USO associate, in a New York nightclub where she and he as a team are provided with all the opportunity they need to prove themselves as an entertainment team. Of course, in the end all is well, particularly by virtue of Fred's ability to get around Lucille Watson, Betty's grandmother-in-law.

Standout tunes are "Tunnel of Love," which already has taken to the airwaves, and "The City Slickers Is Doin' Our Dance," the latter hilariously rendered by the pair to the accompaniment of a charade about a couple of old time cowboys in an old time saloon. Robert Fellows' production is top grade on values all the way, and Norman Z. McLeod's direction is marked by verve. Allan Scott authored the screenplay, which was suggested by a story written by Maurice Zolotow. Additional dialogue was contributed by Dane Lussier. Others in the cast include Ruth Warrick, Barton MacLane, Shepperd Strudwick, Harold Huber, George Zucco, Peggy Badey and Virginia Toland.

Running time, 112 minutes. General audience classification. For November release.

CHARLES L. FRANKE

TYPICAL PREVIEW COMMENTS . . . AND HOW RIGHT!

Pittsburgh, Pa. — "Dynamic, full of thrilling action and tingling suspense."

Dallas, Texas—"Very exciting, suspenseful show. Enjoyed every minute of it. Give us more."

COMPO Seminars

(*Continued from page* 1)

PO executive board meeting at the Hotel Astor here. The decision to hold such seminars evolved from a recommendation of the COMPO program and planning committee headed by Nathan Yamins. A sub-committee will be named soon to work out details.

The COMPO board itself will be on hand for the Hollywood seminar, according to COMPO secretary Francis Harmon. He said arrangements as they now stand are that Art Arthur and Al Rogell of the Hollywood Motion Picture Industry Council will be hosts at the seminar.

The Hollywood gathering, which presumably will be the first one that will be held, is expected to have approximately 30 representatives of exhibition on hand, plus a number of representatives from Hollywood as spokesmen for producers, guilds, and crafts affiliated with the MPIC.

The program and planning committee's sub-committee, which already was assigned to formulate seminar plans, and which is expected to be reappointed in this connection, includes Gael Sullivan, Trueman Rembusch, H. V. (Rotus) Harvey, Fred J. Schwartz, Allen Rivkin, Arthur and Robert J. Rubin.

Luncheon for Heston

DETROIT, Aug. 10.—Milton Hale of Paramount here, is bringing Charles Heston, Paramount's newest star to be signed for television, to Detroit Aug. 14 and 15 to be honor guest at a luncheon and to be interviewed by the press.

Television and Radio Industries Mobilize For US Cooperation

WASHINGTON, Aug. 10.—A National Electronics Mobilization Committee, which will coordinate all television and radio industry mobilization activities and offer its services in an advisory capacity to top government policy-making officials, has been established jointly by the Radio-Television Manufacturers Association and the National Security Industrial Association.

Comprising 22 industry leaders, the committee was appointed jointly by Robert C. Sprague, president of RTMA, and Frank M. Folsom, chairman of the board of NSIA.

Fred R. Lack, vice-president of Western Electric, was elected chairman of the committee which will set up a Washington office to maintain constant liaison with national defense officials and all agencies having to do with industrial mobilization and military procurement.

To Meet on Change Of Skiatron's Name

Skiatron Corp., New York, will hold a special stockholders' meeting on Wednesday, for the purpose of approving a change of name, it was announced yesterday by Arthur Levey, president. The proposed name is Skiatron Electronics and Television Corp.

Reason for the change, Levey said, is that "comparatively few people outside of the trade are aware of the vital patents held by the corporation in the fields of electronics, radar and television." Levey also informed stockholders that five new U. S. patents, "believed to be of great potential value in large-screen and color television," have been issued to Skiatron.

COMPO Financing Is 1/10 of One Per Cent

In reporting approval of the financing plan for the Council of Motion Picture Organizations by the executive board, to begin Sept. 1, MOTION PICTURE DAILY yesterday inadvertently stated the plan calls for contributions of "one-half of one per cent" of film rentals by exhibitors and distributors. The statement is in error.

The COMPO financing plan calls for contributions of one-tenth of one per cent of film rentals.

Hold TOA's

(*Continued from page* 1)

record yesterday at the second and final session of the organization's two-day meeting at the Hotel Astor here following publication of a story in MOTION PICTURE DAILY which suggested the legal entity of COMPO might be in default technically and, perhaps, legally.

These facts were cited to bulwark the executive board's stand: The executive committee of the TOA had authorized Gael Sullivan, its executive director, to sign the by-laws and, accordingly, Sullivan had done so. In the opinion of Robert J. Rubin, representing SIMPP, and Herman Levy, representing TOA,—both are lawyers—this act was sufficient to bind TOA, the only one of COMPO's 10 constituent groups over whom any question had been raised.

Arthur Mayer

(*Continued from page* 1)

hat resolved questions of industry war ctivities cooperation with the governnent, COMPO financing to start Sept. , organization and program activity, nd which set in motion the basic mahinery of the all-industry organizaion.

Election of Mayer to the only salried execu[illegible]O. post on COMPO came t the sec[illegible]and final day of board neetings at the Hotel Astor here. It vas during yesterday's morning sesion that the COMPO committee on ersonnel and management, of which eo Brecher is chairman, retired for n hour to arrive at its final conclusion on a nominee for the position. Brecher then reported to the board he selection of Mayer and the nomiation was unanimously voted in short rder.

Prominent in Last War

Shortly thereafter Mayer was called o appear before the board. He accepted promptly what he termed the 'big, important job of all" in his career.

Mayer's record of service to the ndustry and the U. S. Government s extensive. During World War II e served as assistant coordinator of he industry War Activities Committee, was assistant to the chairman of he American Red Cross, Basil O'Connor, and was field consultant to Secretary of War Robert Patterson. He vas decorated by President Truman vith the Medal of Merit.

During 1948 and 1949, the former owner of the New York Rialto Theare and onetime partner in the film mporting firm of Mayer-Burstyn, was chief of the Motion Picture Branch for the American Military Government in Germany.

Mayer said yesterday that he expects he may have to resign his ECA post, for he regards his COMPO assignment as one which will take practically all his time and attention.

As executive vice-president of COMPO, Mayer automatically becomes an *ex-officio* member of all COMPO committees, although as such he will have no vote.

To Initiate Financing

One of his first duties will be to send letters in COMPO president Ned E. Depinet's name to the distributor and exhibitor segments of the industry relative to the manner in which the financing of COMPO will be handled. Under the formula which was formally adopted at Thursday's board meeting, exhibitors and distributors will donate one-tenth of one per cent of film rentals, beginning Sept. 1.

Mayer will have the responsibility of setting up a permanent COMPO office staff to work with him. He said he had "no idea" how much of an appropriation he would need to do this, but pointed out that in light of the recommendations made at yesterday's board meeting, it appeared that he would have to have a large staff. Where it would be housed has not yet been determined.

Board members entered into discussion of financing with enthusiasm yesterday. They pledged themselves to apprise their members in full of the financing arrangement, and some, among them Allied president Trueman Rembusch, offered their personal checks in advance against future charges under the formula.

In its disposition yesterday of responsibilities reported on by the program and planning committee, headed by Nathan Yamins, the board authorized Depinet to address a letter to the 238,000 individuals deriving income from the industry. The letter will appoint each of these individuals a "committee of one" to work for the improvement of the industry's public relations, to strive for greater harmony within the industry, and to answer attacks upon the industry along the lines given in an informative memorandum attacked to the letter.

Stress Institutional 'Ads'

It was recommended, too, that individual distributors include institutional advertising material whenever possible in their press books.

The board also adopted the Yamins committee resolution that a library of industry information be established in New York and Hollywood and in any other places found to be strategically important, so that informational material of various kinds may be made available through COMPO to individuals, groups, and organizations within the industry who are in a position to use such material constructively for industry good and welfare.

The Yamins committee submitted and had accepted by the board a resolution calling for the establishment of a speakers' bureau and the preparation of speakers' kits, so that material may be available through COMPO for speakers, either on the local or national level.

Moreover, as recommended, COMPO will become a participant in the White House "Mid-Century Conference on Youth." Theatre Owners of America executive director Gael Sullivan was the author of this recommendation.

Mayer, who said he will "go to work at once" for COMPO, was one of the founders of the former American Theatres Association, one of the organizations that ultimately evolved into the TOA. He was at one time a member of the Metropolitan Motion Picture Theatres Association, but relinquished his membership when he retired from exhibition.

Discuss COMPO Meeting

Quigley Publications Photo

In between main sessions of the meetings held here yesterday and Wednesday of the Council of Motion Picture Organizations, groups of industry executives huddled for more informal discussions of vital industry problems. In the group above—from left to right—are: Leon Bamberger, Edward Lachman, Leonard Goldenson, COMPO president Ned E. Depinet, William Rodgers and Trueman Rembusch.

COMPO Board Pays Tribute to Harmon

Prior to its adjournment yesterday, the meeting of the COMPO executive board unanimously adopted a resolution expressing its "warm appreciation" of the "great contribution to the establishment of COMPO" made by Francis S. Harmon, COMPO secretary and vice-president of the Motion Picture Association of America.

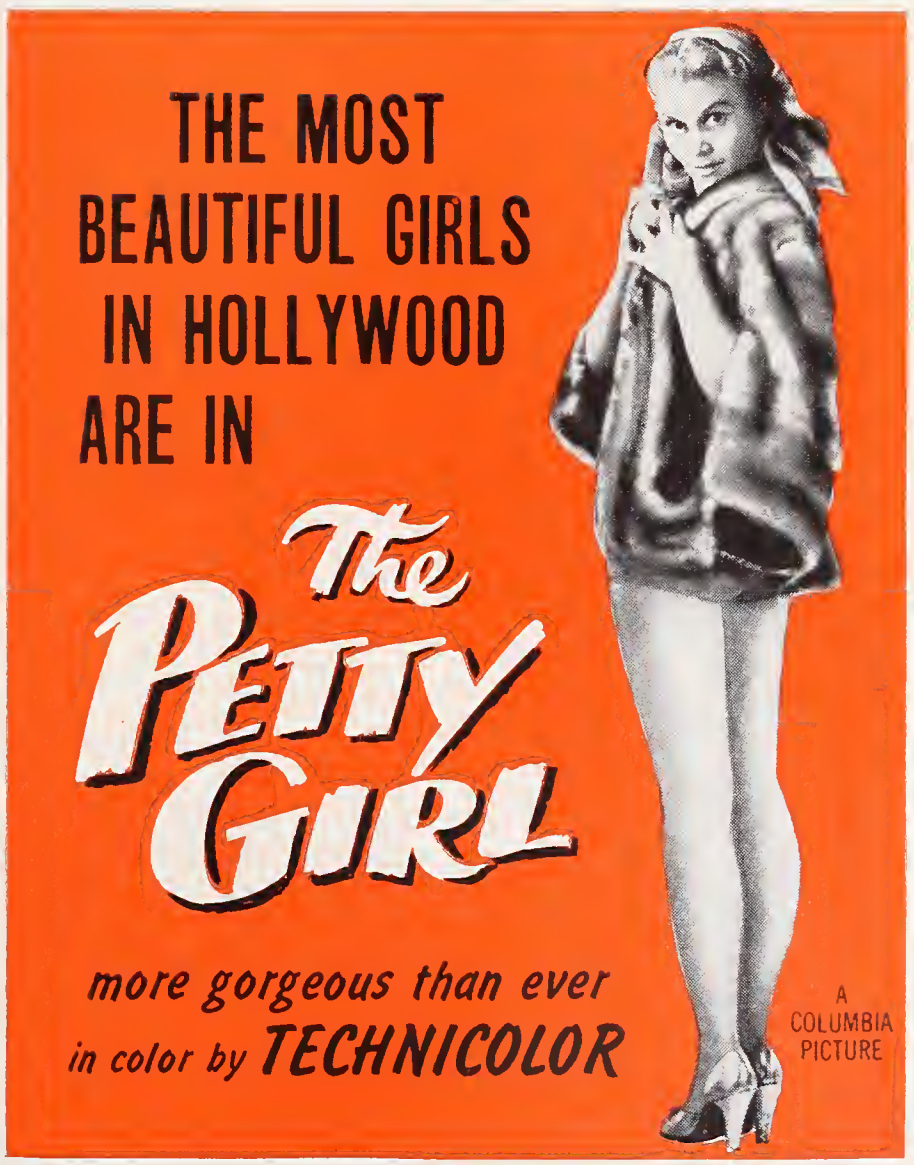
The resolution paid tribute to Harmon's "wise counsel, indefatigable efforts and most efficient handling of the multitudinous details concerned with the COMPO idea, its development and bringing into actuality."

COMPO Research

(*Continued from page* 1)

of the COMPO programming and planning committee which was authorized to formulate detailed plans for basic research included Arthur Schmidt (chairman), Charles Einfeld, Walter Reade, Jr., Oscar A. Doob, Irving Dollinger and Ben Shlyen, Francis Harmon, COMPO secretary, indicated yesterday that it was likely that some or all of these would be reappointed to the new committee.

The board, which yesterday met for the second day at the Hotel Astor here, also adopted the report of the committee on organization calling for the appointment of area chairmen.



Say Wald-RKO To Sign Pact

HOLLYWOOD, Aug. 10.—An agreement appears near on a contract under which the Jerry Wald-Norman Krasna production company would make 12 pictures annually for five years for RKO-Radio as an eight-week negotiation period draws to a deadline Saturday midnight. Both parties today displayed confidence that the final details will be settled to their mutual satisfaction by Saturday.

Jerry Wald, who left the Warner lot to launch his own company, said today all matters have been agreed upon except autonomy, and that he anticipates no hitch on this point. Asked whether negotiations would be continued beyond the deadline if this or other differences develop, Wald said, "There is no provision for continuation of negotations beyond Saturday midnight. Besides, we have four other offers which come up for consideration Monday if we are available at that time. We like the setup here at RKO and want to stay here if we can do so on a basis that will enable us do our best work."

C. J. Tevlin, who has been conducting the negotiations for RKO, said, "I am confident the deal will go through."

Asked whether autonomy is among the final details to be settled, Tevlin said, "That depends on what is meant by autonomy. The word has not come up in our negotiations. Certainly Wald-Krasna would have complete autonomy on every picture after it is set. On some matters, such as how much the picture is to cost, who's to be in it, etc., RKO would want some measure of control, as is normal for the distributor. I have no doubt we can come to agreement about this."

Columbia to Make 2 On Defense Activities

Columbia is preparing to make two productions based on current defense activities in the nation's capital and overseas.

The projects are "The Flying Jeeps," story of the cub observation planes which are used as the "eyes" of jet fighters in the Korean war, and "Pentagon," a semi-documentary designed to show how security problems are handled out of the hub of the nation's military headquarters. Producer Robert Cohn has submitted outlines of the stories to Defense Department officials in Washington.

Hughes-Brandt

(*Continued from page* 1)

effectiveness next January of warranties given now. The result has been a delay in closing the deal while lawyers endeavor to work out the problem. Thomas Slack, Hughes' attorney, will remain in New York on that aspect.

Dietrich said a deal could be closed whenever the problem is worked out, but declined to predict how long it might take.

37½c Disney Dividend

HOLLYWOOD, Aug. 10.—The board of directors of Walt Disney Productions declared a regular quarterly dividend of 37½ cents per share on its outstanding six per cent cumulative convertible preferred stock, payable Oct. 1 to holders of record on Sept. 16.

Review

"A Life of Her Own"

(Metro-Goldwyn-Mayer)

AFTER a two-year hiatus, Lana Turner has resumed her auspicious screen career with a role that is high in emotional content. And co-starred now with Ray Milland, she give a first-rate performance in a demanding part. These considerations, and the fact that "A Life of Her Own" is the story of a beautiful New York model's unsuccessful bout with love, establish this Voldemar Vetluguin production as a woman's picture of the first magnitude.

Backgrounded by lavish metropolitan settings and keenly appreciative of tasteful feminine attire, the film, as written by Isobel Lennart, nevertheless takes a sardonic view of the modeling profession and some of its alleged traditions of shallowness and insincerity. Here is the picture's leitmotif, and it is evoked by touches of humor and irony that emerge from time to time to save a resolute love story from descending to soap-opera.

The plot is refreshingly uncomplicated, and develops under George Cukor's direction with a fluidity and momentum that tend to make the film seem of less duration than its 108 minutes. Miss Turner plays a country girl who goes to New York to succeed as a model. Forewarned by a tragic example against some of the indiscretions which the film would have models tempted by, Miss Turner, by virtue of hard work and unswerving application, soon reaches the pinnacle of the profession. Notwithstanding this, she senses an emptiness in her life. This is soon corrected when she falls deeply in love with Milland, a married mining engineer who is required to make frequent business trips to New York. The hitch is that Milland's wife is a hopeless cripple, a victim of an auto accident in which he was involved. Thus a love born of pity makes it impossible for him to leave his wife in the lurch. Meanwhile, Miss Turner, despite a vigorous determination, is unable to bring herself to reveal her love affair to the wife when the two come face to face. Milland in the interim had set up Miss Turner in an apartment. The lovers part finally with Milland returning West and the model deciding to face life as best she can without the man she loves.

Some choice acting is brought to the fore at times, no little of it by supporting players Louis Calhern, Margaret Phillips, Ann Dvorak and Tom Ewell. Milland is good for the most part, notwithstanding his being handicapped by a one-dimensional role. However, the major honors go to Miss Turner, for whom no doubt there are eager audiences waiting.

Running time, 108 minutes. Adult audience classification. For September release.

C. L. F.

RKO-Reade Delay

(*Continued from page* 1)

The decree was scheduled to have been entered by the court yesterday in consequence of the inability of RKO Theatres and Reade to agree between themselves on terms for dissolution of the partnership, as required by RKO's Federal consent decree. The Storrs' estate reportedly has retained new attorneys and asked for additional time for them to familiarize themselves with the case.

RKO did not oppose the request for delay and the court set Aug. 21 for the next hearing. Presumably, further efforts will be made in the meantime by RKO and Reade to agree on dissolution terms, although prior to yesterday's scheduled hearing talks between the two had bogged down.

RKO owns 50 per cent of the 12-theatre circuit and once made an offer of $1,600,000 for the Reade-Storrs' estate holdings. The offer subsequently was reduced to $1,500,000. Reade countered with an offer to buy out RKO's interest at book value, considerably under the price offered to him. RKO next applied to the court for a dissolution order and specified terms.

Linda Darnell Opens 3-day Tour Tonight

Linda Darnell arrived here from the Coast yesterday and tonight will begin a three-day personal appearance tour of metropolitan theatres in behalf of Darryl F. Zanuck's "No Way Out," in which she appears. The tour will culminate at the picture's world premiere at the 20th-Fox Rivoli Theatre on Wednesday. Miss Darnell is scheduled to appear at the Roxy tonight, along with radio stars Tex and Jinx McCrary.

'IA' Convention

(*Continued from page* 1)

make-up artists, electricians, carpenters, grips and propertymen. There will be workers from the home offices of the film companies in New York; inspectors, shippers and clerks from the film exchanges, projectionists from film houses, stagehands and wardrobe mistresses from the legitimate houses; boxoffice staffs, doormen and ushers from theatres of all sorts, and technical employes of the television studios. They will meet in the Masonic Temple Drill Hall.

This biennial convention of the organization is being held in Detroit for the first time since 1928. The "IA" general executive board has been in session all this week at the Hotel Statler, with International president Richard F. Walsh presiding.

The convention will be addressed by Eric Johnston, president of the Motion Picture Association of America; William Green, president of the American Federation of Labor; Senator Hubert Humphrey; Congressman Roy W. Wier of Minneapolis (an IATSE member) and Joseph D. Keenan, national director of Labor's League for Political Education.

Among those scheduled for addresses of welcome are Governor G. Mennen Williams, Mayor Albert E. Cobo, Council President Louis Miriani, George Dean, president of the Michigan State Federation of Labor; Frank K. Martel, president of the Detroit and Wayne County Federation of Labor, and David Newman of the Detroit Motion Picture Exhibitors Association.

The convention will be opened by E. Clyde Adler, president of Detroit Studio Mechanics Local No. 812. Temporary chairman will be fifth International vice-president Roger M. Kennedy.

Asks No Films For Russia

COLUMBUS, O., Aug 10.—Immediate ban on shipments of American films to Russia was urged upon President Truman in a wire sent by P. J. Wood, secretary of the Independent Theatre Owners of Ohio. Wood's wire followed his reading of a column by W. Wa[illegible] Marsh, film editor of the *Cleveland Plain Dealer*, in which Marsh said that, in the light of "what is going on all over the world—particularly in Korea and the U. N. Security Council, the Motion Picture Export Association should revise its plan for sending 20 Hollywood pictures to Russia."

Para.'s 'Boulevard' Sets Year's High

Paramount's "Sunset Boulevard" which opened at the Music Hall here yesterday, was heading for the biggest opening day business for the house this year. Based on business up to six P. M. yesterday, it was heading for a gross of $21,000.

Meanwhile, "Three Little Words" which opened at Loew's State here Wednesday was slated to draw a healthy $14,000 for its first two days. The figure equals the first two days of its predecessor, "Annie Get Your Gun."

Para. Profit

(*Continued from page* 1)

B. DuMont Laboratories, Inc.

The above earnings include only foreign film revenues which are remittable in dollars. It is the practice of Paramount's domestic companies to record such revenues only to the extent that dollars are receivable in New York.

The consolidated estimated earnings of $1,385,000 for the second quarter mentioned above represents 52 cents per share on the 2,641,544 shares outstanding and in the hands of the public on July 1. Computed on the same basis, the $2,826,000 of estimated earnings as above for the six months to 1950 represent $1.07 per share.

There were 3,172,870 shares of the common stock of Paramount Pictures outstanding in the hands of the public at the end of the corporation's first quarter on April 1. Between April 1 and July 1, the corporation purchased for retirement 531,326 shares of its common stock, leaving 2,641,544 shares outstanding in the hands of the public on July 1. Since that date it has purchased additional shares of its common stock for retirement, thereby reducing the number of shares outstanding as of Aug. 10 to 2,615,648.

Ugast Promoted

(*Continued from page* 1)

vise the entire Far Eastern operations of 20th Century-Fox in territories including India, Pakistan, Burma, Ceylon, Siam, Singapore, Indonesia, Philippines, Hong Kong, French Indo-China, China and Japan, the latter in association with the Motion Picture Export Association.

Ugast has been in the motion picture business for 26 years. Prior to 1946, when he joined 20th Century-Fox, he was associated with Paramount and United Artists in posts in Europe and the Far East.

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FIRST

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL 68. NO. 30 NEW YORK, U.S.A., MONDAY, AUGUST 14, 1950 TEN CENTS

Gross Upturn Keys 20th-Fox Fall Program

To Offer What Showmen Asked in Spring Poll

Based on a polling of thousands of exhibitors who attended the company's showmanship meetings last spring, 20th Century-Fox has set a three-point program to be launched in connection with its forthcoming Branch Managers Testimonial from Sept. 3-Dec. 30, it is announced by Andy W. Smith, Jr., vice-president and general sales manager.

The poll showed exhibitors want:

1. More pictures of superior quality and broad appeal;

2. A more extensive public and trade merchandising program;

3. An expansion of autonomy operations in branch offices.

With this mandate in mind, president Spyros P. Skouras and production chief Darryl F. Zanuck planned production expansion earlier this year, involving a releasing schedule of three major productions per month starting in September.

The company has made a special ap-

(*Continued on page 5*)

NLRB to Order Publicists Vote

WASHINGTON, Aug. 13.—The National Labor Relations Board tomorrow will order an election by publicists employed by members of the Coast Independent Motion Picture Producers Association and the Society of Motion Picture Producers to determine whether they shall be represented by the Screen Publicists Guild, IATSE. The vote is an order following a hearing in Hollywood in June.

Voting will be by "those persons who create or disseminate advertising or publicity for the promotion of motion picture stars, motion pictures or studios," including only those based in Southern California.

PCCITO Annual Meet At Cal-Neva in Sept.

SAN FRANCISCO, Aug. 13.—The annual convention of Pacific Coast Conference of Independent Theatre Owners will be held Sept. 14-17 at Cal-Neva, on Lake Tahoe. A program of work and recreation is now being planned.

20th's Start-of-Show Policy Gets Mixed Trade Reaction

By CHARLES L. FRANKE

While exhibitors and circuit heads of this area have, for the most part, demonstrated reluctance at this time to venture opinions of 20th Century-Fox's "scheduled performances" innovation, a number of showmen have undertaken to make tentative estimates of the plan. These estimates might best be described as mixed.

In general, there appears to be considerable curiosity about the policy of scheduled performances, which calls for the limiting of admittance to those who purchase tickets in advance for a specific performance and arrive at theatres before the start of the feature picture, which must be shown singly.

One circuit head who chose to give a forthright opinion based on what he had read about the policy was Wilbur Snaper, operator of a small New Jersey circuit and president of Allied Theatre Owners of New Jersey. He said he did not believe the policy to be practical.

(*Continued on page 5*)

Smith, Robbins Will Promote 'Vets' Short

Andy W. Smith, Jr., sales vice-president of 20th Century-Fox, and Herman Robbins, head of National Screen Service, will head the general sales managers and distribution committees, respectively, in behalf of the Disabled American Veterans' film "On Stage Everybody" for the industry.

"On Stage Everybody" stars Bob Hope and was produced in Hollywood with the cooperation of the Association of Motion Picture Advertisers. D. M. Brown, DAV commander, made the announcement.

ELC Huddles Will Resume This Week

The Eagle Lion Classics merger conferences, centering around title and rights which the company will have to Film Classics pictures together with the claim being handled by FC creditor assignee Irving Kaufman, are due to resume here today or tomorrow with the return of Eagle Lion executive vice-president William C. MacMillen, Jr., from a week's vacation.

MacMillen's vacation interrupted the talks in which Kaufman, FC president Joseph Bernhard and Pathe Industries executives have been participating. Pathe is the parent company of E-L, which has entered into a *de facto* merger with FC.

Three-Day Republic Meeting Opens Here

News of what the company describes as "the most ambitious production program that Republic Pictures has ever undertaken" will be described by president Herbert J. Yates and James R. Grainger, executive sales vice-president, to branch managers and home office executives at a three-day sales meeting to take place at the Republic home office today through Wednesday. The meeting will climax recent sales meetings held in Chicago and Hollywood.

Reports will also be heard from

(*Continued on page 6*)

Depinet, for COMPO, Pledges the Film Industry's Aid to Truman

The American motion picture industry's "full cooperation in the present crisis" was pledged to President Truman over the weekend today by Ned E. Depinet as president of the newly-created Council of Motion Picture Organizations. In a letter, Depinet advised the President that the Council was already mobilized to work with the government. The Council includes representatives of exhibition, distribution, production, the Hollywood crafts and guilds, the trade press and Variety Clubs.

Depinet's announcement added that the objectives of COMPO are to improve intra-industry and public relations, and in addition to its cooperation with the Federal government and the United Nations, projects already voted by the Council include basic research, industry seminars in Hollywood and at the grass roots, and libraries of industry information in New York and Hollywood.

Wald and RKO Agree on 5-Year Pact

Deal Calls for 60 Films; To Invest $50,000,000

HOLLYWOOD, Aug. 13.—The biggest independent production deal in industry history reached its final stage last night when terms of a contract binding Jerry Wald and Norman Krasna to produce 60 pictures during the next five years for RKO were agreed upon following eight weeks of continuous negotiation.

The contract calls for an investment $50,000,000 in production, with Bankers Trust supplying 60 per cent of the financing by direct loan to Wald-Krasna. The pictures are to be made at the rate of 12 annually.

The deal, which got under way eight weeks ago when Wald obtained his release from his unfinished Warner contract for a reported $150,000 advanced by Howard Hughes, called for Wald and Krasna to be at the RKO studio during the negotiation period and to line up properties for the production program they would undertake if an agreement on policy and operational procedure were

(*Continued on page 5*)

Dietrich Due Back Here in Few Days

Noah Dietrich, RKO board chairman and chief representative of Howard Hughes in negotiations for the sale of the latter's controlling stock interest in the post-divorcement RKO theatre company, is scheduled to return here tomorrow or Wednesday from the Coast and Houston, Texas.

By the time, lawyers for Hughes and Harry Brandt may have a report ready on progress in endeavoring to work out warranties applicable next January for consummation of the deal by which Brandt's Trans-Lux Theatres would acquire the RKO Theatres stock from Hughes for a price

(*Continued on page 5*)

Para.'s 'Boulevard' Sets a High at Hall

Paramount's "Sunset Boulevard" played to the largest non-holiday opening day business in the history of Radio City Music Hall Thursday, Russell V. Downing, executive director of the theatre, disclosed. The gross

(*Continued on page 6*)

Personal Mention

LYNN FARNOL, public relations adviser, will return here from the Coast on Wednesday.

•

HUGH OWEN, Paramount Eastern and Southern sales manager, and HOWARD MINSKY have returned to New York from a tour of the Eastern territory.

•

LEO SAMUELS, Walt Disney Productions executive here, and MRS. SAMUELS are the parents of a son, GREGG, born Friday at Jamaica Hospital, Jamaica, L. I.

•

LOU LIFTON, Monogram-Allied Artists advertising-publicity director, left here yesterday for his Coast headquarters.

•

GRAHAM KISLINGBURY, North Coast Theatres San Francisco district manager, left there yesterday for a vacation at Lake Tahoe.

•

HOWARD DIETZ, M-G-M advertising-publicity vice-president, will return here today from Hollywood.

•

CY BRAUNSTEIN, independent film exporter-importer, left here at the weekend for Detroit.

•

RALPH MARTIN of *Seventeen* magazine, will return to New York today from a vacation.

•

HENRY GINSBERG, former Paramount production head, has returned to the Coast from New York.

•

EZRA STERN, Los Angeles film attorney, left here over the weekend for the Coast.

Sam Hellman, 65, Scenario Writer

HOLLYWOOD, Aug. 13.—Sam Hellman, 65, screen writer who wrote many of the scripts for the early Shirley Temple films, died on Friday at his home in Beverly Hills. Among the films written by Hellman were "Poor Little Rich Girl," "Captain January," "The Return of Frank James" and many others.

Hellman entered the industry in 1927 with Paramount following a newspaper career and considerable success as a short story writer. The widow, two daughters, and brother, Jack, a writer with *Daily Variety* here, survive.

Buffalo Variety to Honor Phil Fox

BUFFALO, Aug. 13.—Tent No. 7, Variety Club of Buffalo, will stage a Phil Fox testimonial day on Monday, Aug. 28 at Transit Valley Country Club. Fox recently was promoted to the management of the Cincinnati branch of Columbia, following a long regime here.

There will be golf and other games in the afternoon, to be followed by dinner and dancing in the evening. Chief barker is Elmer F. Lux.

Tradewise . . .

By SHERWIN KANE

THE spirit of compromise manifested at last week's meeting of the Council of Motion Picture Organizations' executive board augurs well for the future of COMPO.

The meeting demonstrated that the diverse member organizations are capable of working together, of understanding and making concessions to important minority viewpoints, and of resolving internal differences, amicably and with dispatch.

Similar issues are bound to arise in the future. The varied interests of the COMPO membership guaranty that. They may come at any time, from any quarter.

It is reassuring to know that COMPO's top level manpower is equal to the test when such crises, affecting the continuation of COMPO, do arise.

Instead of emerging from last week's trial a divided and, perhaps, fatally weakened organization, COMPO instead stands stronger, more unified than ever because of the amicable resolution of the problem which confronted it.

COMPO has gained vastly in stature and in the confidence reposed in it throughout the industry by his handling of the clash of wills within its ranks.

The results are well worth the test to which it was put.

•

The merits of Theatre Owners of America's dissatisfaction with the original COMPO resolution on wartime industry cooperation with government agencies call for no assay. It is sufficient that its objections were made in good faith and its proposed revisions offered in sincerity.

The problem involved was not one of aim, on which all COMPO members were in agreement, but solely on that of method. Time well may prove TOA's exception on the methods of cooperation wth the government to have been judiciously taken.

Regardless of that, the exceptions were important to TOA. Important enough, we may assume, for it to weigh the future of COMPO in the balance. That was the problem. It will arise again, perhaps in the least expected quarters.

In demonstrating that it can confront and overcome such problems, COMPO succeeded in convincing many industry skeptics that it is the type of organization the industry needs urgently and that its future is vastly more secure than many believed.

• •

Initial reaction from exhibitors to the policy of scheduled performances announced by 20th Century-Fox last week for exhibition of its forthcoming release, "All About Eve," appeared in most instances to be one of "What will that company think up next?"

It is important that exhibitors are interested, even though many prefer to withhold judgment on the policy until they know more about the picture and why 20th-Fox believes it needs so unique a marketing treatment as advance ticket sales for non-reserved seats at specified performances, no one admitted to the theatre after the start of the feature, and single billing.

The distributor has promised to tell them—and the public—all they want to know about the picture and the policy in extensive national advertising, publicity and promotion between now and its October-November openings.

The stated policy embodies showmanship of a high order in a plan of public service—a plan to aid the patron's enjoyment of an unusual motion picture by making it possible for him to see it as it should best be seen, from the beginning, and without the inconvenience of standing on line.

The policy heightens the entertainment value of the show the exhibitor is selling. It is certain to re-capture theatre stay-aways; to give maximum enjoyment to the regulars.

We believe smart exhibitors will go for it.

• •

"We have only one policy at Warner Brothers Studios," Jack L. Warner informed you frankly in trade ads recently. "That is," he said, "to meet the highest entertainment demands of the public with profit to the exhibitor and to us."

The accompanying announcement of 12 new releases from now into January gave evidence that that straightforward, business-like policy is headed for successful realization. Story variety offering entertainment in abundance; intriguing new faces surrounding box office-tested favorites, and pre-selling on the grand scale, would seem to be what constitutes the profit-policy.

Newsreel Parade

LATEST Korean developments and the Robinson-Fusari welterweight bout are current newsreel highlights. Other sports headlines are also included. Complete contents follow:

MOVIETONE NEWS, No. 65—U. S. forces press attack against Reds in Korea. UN hears Austin's expose of Russia's role in Korean war. Robinson a[illegible]ns boxing title. Hambletonian trotting [illegible] S. girls tackle English Channel.

NEWS OF THE DAY, No. 289—Marines in Korea. UN. Channel swimmers. U. S.-Japan meet. Robinson-Fusari fight.

PARAMOUNT NEWS, No. 102—U. S. wins Tokyo swimming meet. Global report on Korean war picture. Welterweight title bout between Robinson and Fusari.

TELENEWS DIGEST, No. 32-B—Action in Korea. MacArthur in Formosa. Harriman returns from Korea. Navy and Marine decorations for bravery in Korea. War in Malaya. Combat equipment readied for action. Furuhashi breaks own swimming record.

UNIVERSAL NEWS, No. 377—Korean action. UN. MacArthur's visit to Formosa. Robinson-Fusari boxing match. Hambletonian Race.

WARNER PATHE NEWS, No. 104—MacArthur in Formosa. Council of Europe meets. French-German border is destroyed. Movie star scales the heights. Furuhashi sets new world swim mark. Title bout—Robinson vs. Fusari.

Tex. Exhibitor Wins 20th-Fox Contest

J. P. Harrison of the Campus Theatre, Denton, Tex., was declared winner of the 20th Century-Fox "Mother Didn't Tell Me" showmanship contest, it was announced here over the weekend. In second, third and fourth positions, respectively, were Ivan Ackery, Orpheum Theatre, Vancouver; Eunice MacDaniel, Rialto, Tulsa, and Delmo Larison of the Fifth Avenue Theatre, Seattle.

Harrison received a $500 bond while the other place winners received $350, $250 and $150, respectively.

Judges of the nationwide contest were Trueman Rembusch, president of Allied States; Ted Gamble of Gamble Enterprises, and Mrs. Reba Schwartz, of the Capitol Theatre in Dover, Delaware.

Next 10 winning contestants will receive $100; the next 20, $75; next 50, $50, and the remainder deemed best will receive $25.

Entries were sent in from every corner of the U. S. and Canada, with the bulk of the contestants being from circuits. A spokesman for the company said it was unfortunate that more independent exhibitors did not enter the contest.

George Taif on Leave

DES MOINES, Aug. 13.—George Taif, Monogram branch manager here, has taken a leave of absence because of ill health. Harold Wirthwein, Western sales manager, has not yet named a successor.

Strike Ties Up Ansco

BINGHAMPTON, N. Y., Aug. 13.—Production was halted here Friday at the Ansco film plant where a struck A. F. L. union resumed picketing.

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CORRECTION!

In our advertisement in this paper on Friday
reporting the opening business on

SUNSET BOULEVARD

we said:

"...opened to tremendous business
...at the Radio City Music Hall."

We Went to Press Before the Final Count!

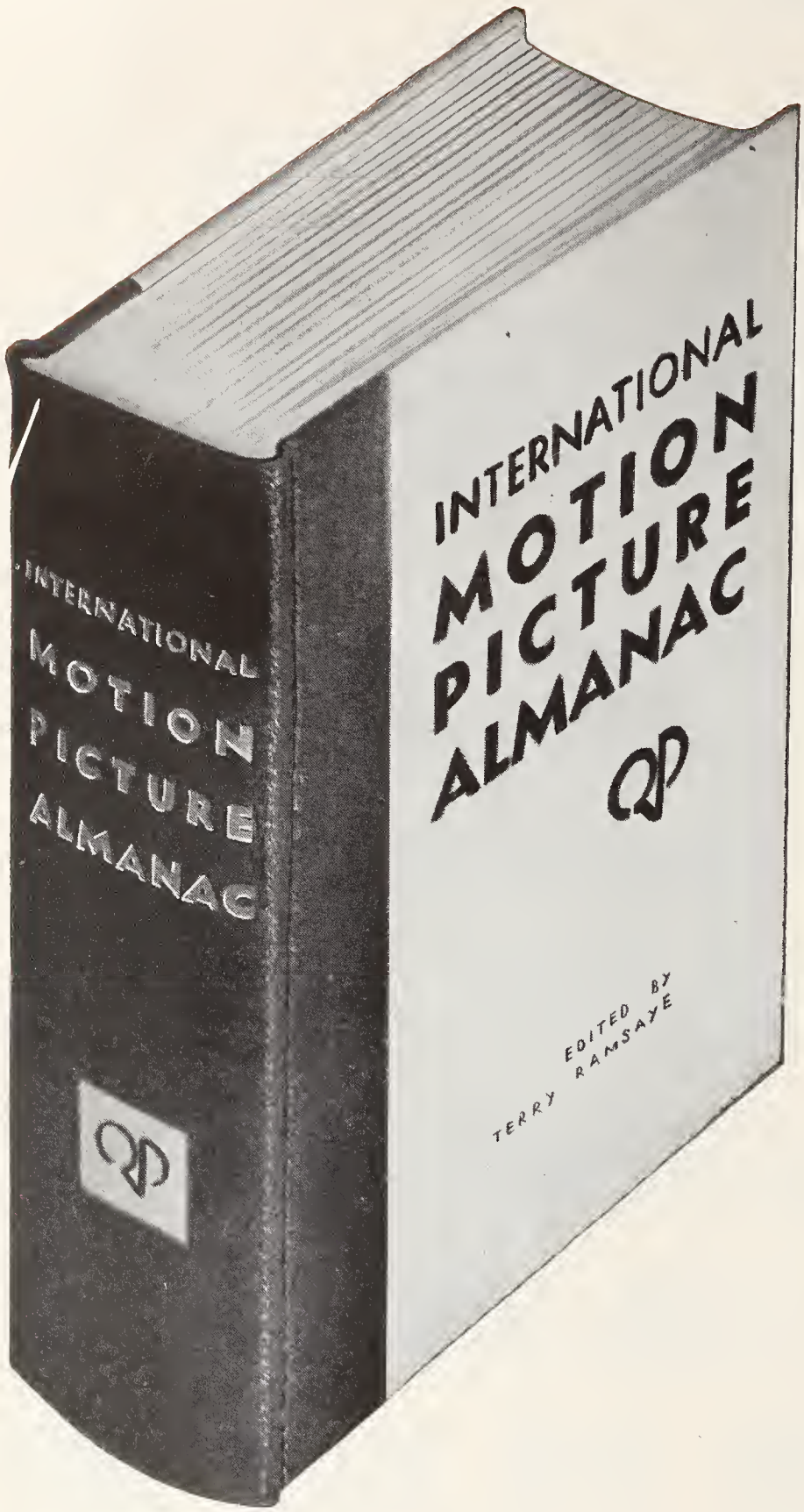
We can tell you now
with justifiable pride:

"SUNSET BOULEVARD" GOT THE BIGGEST NON-HOLIDAY OPENING GROSS IN THE HISTORY OF RADIO CITY MUSIC HALL!

Great press notices, too! But, most important – the public has recorded its enthusiastic acceptance. Cash in on this great money-attraction now!

For, as always:

If It's A Paramount Picture It's The Best Show In Town!



THE ONE "MUST HAVE" REFERENCE

for 1950-51

CIRCUITS, *with who's who and what's what as far as can be known and recorded these busy, complex days of change.*

●

DRIVE-INS, *more than two thousand of them recorded now and more coming in daily. The best, latest and fullest list in the industry.*

●

TELEVISION, *all that is on the record up to closing time—stations, producers, programs, networks, the prospects and promises—and some figures.*

●

Motion Picture
ALMANAC
Quigley Publications
Rockefeller Center
New York City

Fox Program

(Continued from page 1)

propriation for merchandising its 11 top pictures to be released in the 17-week period.

The company has approved for its 37 domestic branches increased manpower and facilities to handle the accelerated program in view of what promises to be a period of increased business for theatres everywhere.

Smith cited as evidence of this, Labor Day week bookings already include 519 theatres which will play "The Black Rose," a new company record for day-and-date bookings on a single 20th Century-Fox picture.

The pictures to be released during the Branch Managers Testimonial campaign are: September, "The Black Rose," in Technicolor; "My Blue Heaven," Technicolor, and "Panic in the Streets."

October: "The Fireball," "Mister 880," and "No Way Out," which will have its world premiere at the Rivoli Theatre here on Wednesday.

November: "Two Flags West," "All About Eve" and "The Jackpot."

December: "An American Guerrilla in the Philippines," in Technicolor, and "For Heaven's Sake."

During the period, the company will offer two specials, "Holy Year 1950" and "Farewell to Yesterday."

Smith announced that division managers had appointed the following divisional BMT campaign leaders: Bryan Stoner, assistant Western division manager, West; Paul Wilson, assistant Southern division manager, South; John Feloney, Boston sales manager, New England; Tom McCleaster, Indianapolis branch manager, Central; Gordon Halloran, St. Louis branch manager, Mid-West; William Rowell, Buffalo salesman, Empire State; and Jerry Chernoff, Montreal branch manager, Canada.

Radio Promotions Set for 'Fancy Pants'

Paramount's new Bob Hope starrer, "Fancy Pants," slated to open shortly at the Paramount Theatre here, will be promoted starting Sept. 4 on all Chesterfield radio shows, including broadcasts and telecasts of Giant baseball games, and on the Arthur Godfrey program and the ABC's-of-Music Show. The latter two are on CBS.

A second deal announced by Paramount national advertising-publicity director Max E. Youngstein, has been completed with WNBC to use records of Hope statements for its round-the-clock station breaks.

Hamilton Thompson

Hamilton Thompson, one of the real old pioneers of the motion picture industry, died in Hartford last week, it was learned here at the weekend. Thompson is understood to have been the first scenario editor for the old Fox Film Company in New York and was active right up to the time of his death, as a newscaster on radio in Hartford.

Negro Actors Cite Zanuck

The Negro Actors' Guild of America will present an award to Darryl F. Zanuck for his production "No Way Out," at a luncheon at the Hotel Theresa here today. Linda Darnell, star of the film, will accept the award for Zanuck from Noble Sissle, president of the Guild.

FCC Insists on Probe of TV Applicants' Trust Records

WASHINGTON, Aug. 13.—Federal Communications Commission chairman Wayne Coy told the House Interstate Commerce Committee on Friday that the Commission is strongly opposed to proposed legislation limiting its authority to review the anti-trust records of applicants from other fields for radio and television licenses. He objected also to a portion of the Senate-approved McFarland bill which would make it possible for broadcasters to delay the establishment of TV stations simply because of the economic competition which would result.

The Commission is currently seeking to complete the writing of a decision regarding applicants with records of anti-trust law violation. While it has been learned that no uniform policy for dealing with such applicants will be adopted, the Commission fears that the McFarland bill—which has been supported by film industry lawyers—might be interpreted to prevent the consideration of an applicant's anti-trust record as a factor in determining his qualification for a license.

20th's Start-of-Show Policy

(Continued from page 1)

Snaper allowed that it might very well be adaptable to certain theatres, such as neighborhood houses, but he could not foresee its succeeding at the Roxy, 20th-Fox's Broadway showcase, where the company will inaugurate it with the premiere opening of "All About Eve" in October. He based this view on the contention that the Roxy caters principally to out-of-town visitors to the city, a large proportion of whom have "one eye on a train schedule" when they go shopping for motion picture entertainment here.

As Snaper foresees the policy in operation at the Roxy, the out-of-towners he described would not be willing to wait for a show to break if they could not spare the time to do so, but instead would patronize the other theatres nearby. His father, David Snaper, founder of the Snaper Circuit, supported these opinions.

Leo Brecher, head of the Brecher Theatres and president of the Metropolitan Motion Picture Theatres Association, declined to give more than a tentative opinion of the policy because he had been occupied with Council of Motion Picture Organizations affairs since 20th-Fox president Spyros P. Skouras announced the plan last Wednesday, and therefore had not had time to examine it thoroughly. He said he thought it might work at a theatre such as his Plaza here, a specialized house that caters to "class" trade, although he appeared unwilling to have this accepted as more than a conjecture.

Trueman T. Rembusch, national Allied president, who, like Brecher, is a member of the COMPO board and attended its meetings here last week, said he only had a vague concept of the plan and therefore was unable to pass an opinion on it.

Many other theatremen had this same comment to make when approached for their estimates. Some reminded that they had not seen "All About Eve," a Bette Davis starrer, and therefore could not appraise the policy in conjunction with the film's particular qualities. Twentieth-Fox has described it as a picture which must be seen from the beginning and therefore one which is particularly adaptable to the policy.

One prominent theatreman here, the head of a national circuit, who asked that his name be withheld, said he was willing to accept 20th-Fox's description of the picture and the company's statement as to its adaptability, but added he hoped to have an opportunity "to sit down and discuss the plan at length" with 20th-Fox executives so that he could form his own opinion of it.

Others ventured that it would require considerable time to empty houses between performances, and therefore on the premise that "time is money" in the exhibition business the policy might prove costly to theatres. There will be no penalty clause for breach of the agreement, the company's position being only that the policy would be in the best interests of the public, the picture and the theatre owner.

Wald and RKO

(Continued from page 1)

reached before an agreed deadline.

Although progress toward consummation was rapid, the negotiations appeared to slow down recently when autonomy and control became factors in the deliberations, with Wald-Krasna demanding complete autonomy and RKO holding out for pre-production control over budgets and principal castings. Both sides made concessions on these points in the final hours before the deadline, set for last midnight.

Wald, 39, had been with the Warner studio for 18 years as a writer and producer, and in 1949 won the Academy's Irving Thalberg Award for distinguished contribution to motion picture production.

Krasna, 41, also has had a notable career as a writer and producer, winning an Academy Award in 1943 for the best original screenplay, his "Princess O'Rourke."

Both came to pictures from journalism. Wald was a columnist for the New York *Graphic*, Krasna was drama editor of the same newspaper and a staff representative of the *Motion Picture Herald*.

Dietrich Due Back

(Continued from page 1)

in excess of $8,000,000. The problem of making warranties which are given currently effective next January has delayed closing of the deal, on the terms of which the principals are in agreement.

YOU'LL BE PROUD TO TELL

THREE SECRETS

TO EVERY MOVIE PATRON EVERYWHERE!

UNITED STATES PICTURES PRODUCTION FROM WARNER BROS.

Para. Publicity Shifts Posts

Several assignment changes in the Paramount publicity and exploitation departments were announced Friday by Max E. Youngstein, advertising-publicity vice-president. Fred Goldberg, formerly syndicate contact, will be in charge of promotional tie-ups under Sid Mesibov, exploitation manager and John Tassos will take over as syndicate contact.

Bob Montgomery has been appointed editor of the *Paramount News*, house organ of the sales department, under manager Mort Nathanson, succeeding Milt Hoffman, resigned. Hoffman, with Paramount for the past eight years, will return to Minneapolis where he will operate a publicity and advertising business.

'Bergerac' Tour Is Set for Jose Ferrer

A nationwide lecture tour and star personal appearances, has been set for Jose Ferrer in connection with "Cyrano De Bergerac," Stanley Kramer's latest production for United Artists release.

Initial appearance of the star is slated for Aug. 24 in San Francisco, as the first of an 11-city circuit. Appearances in each city will be sponsored and advertised by top department stores and civic organizations, and lectures on educational and other values of "Cyrano" will be made to women's clubs, church organizations, school and other educational systems, fashion groups, film exhibitors, etc.

To Star Peruvian Singer

HOLLYWOOD, Aug. 13.—Mrs. Helen Rathvon and Leith Stevens have announced the formation of an independent producing company and the engagement of Yma Sumac, Peruvian concert singer, to star in its first picture. No release channel was named.

Review

"On the Isle of Samoa"

(Columbia)

"ON THE ISLE OF SAMOA" treats an old theme in standard fashion but with an eye to exploitation angles. The picture will appeal to those who find fascination in forgotten, faraway islands peopled with sarong-clad girls and happy-go-lucky natives who, not knowing the value of money, live a presumably happier life.

Photographed in soft sepiatone and incorporating some lively native tribal dances, the film has its moments of excitement and romance, with a little message tied in for those who overestimate the happiness that comes from the possession of money. It certainly is the kind of film family audiences should enjoy.

Produced by Wallace MacDonald, the picture was directed by William Berke without any attempt at originality. Brenda Weisberg and Harold Greene wrote the screenplay which contains a number of lengthy orations on the importance of peace-of-mind.

Jon Hall as the hunted robber, who crashes on the little island while trying to escape, does the best he can with his rather skimpy part. Raymond Greenleaf is credible as the old missionary who has elected to spend the rest of his days on the island.

Hall, with the stolen money in his plane and a murder-rap on his conscience, tries to leave the island as soon as possible. Susan Cabot, a native, falls in love with him and does not want him to leave. A volcanic eruption foils the take-off. Hall realizes he loves Susan and signals a passing boat to take him back to civilization. He leaves, promising Susan he will return.

Running time, 65 minutes. General audience classification. August release.

MANDEL HERBSTMAN

Para.'s 'Boulevard'

(Continued from page 1)

for the day was $22,225. On the basis of business up to four o'clock Friday the picture was heading for approximately the same gross, giving the box-office close to $45,000 for the two days.

With weekend business correspondingly high, the film should do a lusty $170,000 or better for the week.

Republic Meeting

(Continued from page 1)

Eastern branch managers at this final meeting. There will be a discussion of the merchandising of top product, including John Ford's "Rio Grande," starring John Wayne and Maureen O'Hara; "Surrender," with Vera Ralston, John Carroll and Walter Brennan; "Hit Parade of 1951," with John Carroll and Marie McDonald; "The Golden Tide," with Rod Cameron, Adrian Booth and Forrest Tucker, and "California Passage," with Adele Mara and Forrest Tucker.

Present at the New York meeting will be: Edward L. Walton, assistant general sales manager; Walter L. Titus, Jr., division manager; John P. Curtin, New England division manager; A. E. Schiller, manager of branch operations; Richard T. Yates, executive assistant to Grainger; John Alexander, manager of the contract department, and Edward Riester, manager of the service department.

Branch managers to be present include: William Murphy, New York; Norman Silverman, Philadelphia; Arthur Newman, Albany; Leon A. Herman, Buffalo; Frank Dervin, Boston; Jerome Lewis, New Haven; I. T. Sweeney, Pittsburgh; George H. Kirby, Cincinnati; Jake Flax, Washington; E. H. Brauer, Atlanta; J. H. Dillon, Charlotte; Harold Laird, Tampa; Sam Seplowin, Detroit, and I. H. Pollard, Cleveland.

Other executives present will include: William Saal, executive assistant to Yates; Richard W. Altschuler, president of Republic International; Douglas T. Yates, assistant foreign sales manager; John Petrauskas, Jr., treasurer; Steve Edwards, director of advertising and publicity; Milton Silver, executive assistant to Edwards, and Dennis Carlin, advertising manager.

Will Cite Disney Films

Walt Disney will be presented with a bronze plaque designating his "Treasure Island" the picture-of-the-month selection for Sept., by the Protestant Motion Picture Council, on the occasion of the Broadway premiere of his all-live-action Technicolor film at New York's Mayfair Theatre tomorrow. Leo Samuels will accept for Disney.

'Old Faces' Still Pulling

HOLLYWOOD, Aug. 13.—The popular belief that American film goers as a whole are tired of "old faces" on the nation's screens is not borne out by current Audience Research compilations made in connection with its continuous audit of an individual player's ability to sell tickets at the box-office on the strength of the individual's name alone.

Current tabulations of this continuous study reveal an increased willingness on the part of the public to buy tickets to see long-established stars, according to Beverly Jones, ARI vice-president. Ticket selling strength of almost all long estbalished stars has risen from two to six points since the winter of 1949, according to Jones.

Overall, with a couple of exceptions, ticket selling strength of the established stars and older stars is at an all time high, with more strength shown among female stars than among males. Consequently those who choose a waning interest in established stars as the major reason for the decrease of business at the box-office must look to other causes, Jones says.

No Blanket Approval

"This vote of confidence in the Hollywood star and player roster does not imply in any manner, that the American moviegoer is not interested in 'new faces,' or the development of new stars and screen personalities," Jones said, adding, "Nor does it imply blanket approval of the type of picture and subject matter of all the pictures in which the established stars have appeared.

"It does mean however, that, in general, moviegoers are satisfied with the work of established stars and want to see them on the screen now more than they did last fall and will buy more tickets to see them if they get to know about the pictures in which the stars appear and the pictures have entertainment value," he said.

"These latest findings do not imply, either, that the film-going public won't buy tickets to see a picture having exceptional subject matter treatment but having a cast with little or no ticket selling strength," according to Jones. "They do imply that pictures having a combination of established stars and high enjoyment value due to exceptional subject matter treatment should lure plenty of ticket buyers."

100 NBC TV Programs

National Broadcasting in the fall will be originating each week more than 100 individual television programs from New York City.

DO NOT REMOVE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 31 NEW YORK, U. S. A., TUESDAY, AUGUST 15, 1950 TEN CENTS

U.K. Grosses Start Climb, Report Shows

But Taxes Up, Too; Film Rentals Average 35.9%

By PETER BURNUP

LONDON, Aug. 14.—During the rst quarter of the current year here were 371,063,000 paid admisions to British theatres, representng a gross of £28,040,000 ($78,512,-00), according to results of the first tatutorily-ordered inquiry into the rade's fiscal set-up, just published in he *Board of Trade Journal*.

In the first quarter of 1949, theatres aid £9,461,000 ($26,490,080) in enertainment tax. In the first quarter of his year they paid £9,939,000, an inrease of £478,000 ($1,336,400).

Of the £18,101,000 left to theatres fter entertainment tax, they paid £6,497,000 ($18,191,600), or 35.9 per ent for film rental. Average payment or admission was 18.1d., although here were marked regional differnces, prices in the South being higher han in the North.

The questionnaire was sent to 4,692 heatres, all but 109 of which sent in eplies.

On the production side, the report as less favorable, showing that half

(*Continued on page 5*)

Ben Marcus Wants Rodgers to Head Up Arbitration Board

MILWAUKEE, Aug. 14.—An arbitraion board headed by a drafted Wilam F. Rodgers has been proposed by Ben Marcus, head of the Associated ndependent Theatre Owners of Wisonsin.

At an AITO board meeting, Marcus uggested the adoption of an arbitraion plan which could be adopted on a ational basis. The Wisconsin unit, Marcus said, has always felt that in rder to create unity in all branches

(*Continued on page 4*)

31 Are Named to Aid Vet' Film Production

Thirty-one distribution chairmen in exchange centers of the country were amed yesterday by Andy W. Smith, r., chairman of the sales managers committee, and Herman Robbins, hairman of the distribution committee, for the handling of the Disabled

(*Continued on page 4*)

Allport Bringing U.K. Pact Terms Here Next Week

LONDON, Aug. 14.—F. W. Allport, London manager of the Motion Picture Association of America, hopes to be able to leave for New York by plane early next week with a completed draft of the new agreement providing for the conversion into dollars of American film companies' sterling earnings here.

Allport has been meeting regularly with London representatives of the American companies on a draft implementing the agreement reached in principle by Eric Johnston, Ellis Arnall, James Mulvey and Harold Wilson, president of Britain's Board of Trade.

It is understood that under the chairmanship of R. C. G. Somervell a committee of officials has been similarly engaged on behalf of the British government. It is anticipated that Allport and Somervell will meet this week in an endeavor to match up the documents each has prepared.

SIMPP in New Push For Markets Abroad

Society of Independent Motion Picture Producers is getting underway with a new campaign to widen foreign markets for the independents, with the matter slated for discussion at a meeting of the SIMPP Eastern distribution committee here today.

Ellis G. Arnall, SIMPP president, said here yesterday that with domestic business far below what it should be it is imperative that "we move aggressively abroad."

Countries placed on the agenda for today's session include England, France, Spain, Italy and Japan. Arnall said that finalization of the new trade agreement with the British Board of Trade is awaiting completion of the technical details of the pact.

LEGION LEADER URGES MAKING OF ANTI-COMMUNIST PICTURES

ALBANY, N. Y., Aug. 14.—The motion picture industry has a great opportunity today to assist in the vitally important anti-Communist campaign by making films balancing that message with entertainment which will appeal to the mass public. The Most Reverend William A. Scully, Coadjutor Bishop of the Albany Catholic Diocese and chairman of the Bishops' National Committee on Motion Pictures said here. Bishop Scully, a leader in the Legion of Decency for the five years he has headed the high

(*Continued on page 4*)

Zanuck to Set U.K. Production Plans

LONDON, Aug. 14.—Darryl Zanuck, who is expected to arrive here from New York by plane on Thursday, will complete details during his visit on 20th Century-Fox's British production following the new Anglo-U. S. remittance agreement.

Spyros P. Skouras, 20th-Fox presi-

(*Continued on page 4*)

Says Theatres Will Again Be Integrated in Emergency

ALBANY, N. Y., Aug. 14.—Thomas W. Ryan, director of the State Division of Safety and member of the nine-man State Civilian Defense Commission, said here today that "based on my experience in the last emergency, in which I played a part in the defense setup of the largest upstate city" (Buffalo, where he was then chief inspector of the police), "I would say the same procedures will prevail this time—theatres will be closely integrated into the new effort."

Ryan added: "Among the public supporting groups, the theatres have

(*Continued on page 5*)

Green Urges Defense At 'IA' Convention

DETROIT, Aug. 14.—More than 1,000 persons crowded into Detroit's Masonic Temple this morning to start the five-day convention of the International Alliance of Theatrical Stage Employes.

The convention was opened by E. Clyde Adler, president of Local 812 and chairman of the Detroit IA locals

(*Continued on page 2*)

See Definite Trend in Film Income Rise

Product Credited with General Business Boost

Theatre business still is marching back, with box-office revenue throughout the country continuing to pick up in encouraging fashion, distribution and exhibition executives stated here yesterday. The majority agreed that the upswing over the past several weeks is definitely indicative of a trend, with no let-up in immediate view.

Credited with the new box-office vigor is the flow of product from all the companies. Sol A. Schwartz, head of RKO Theatres, said there has been "a predominance of good pictures and more are coming up." The important aspect of the condition today, however, is that a few months ago even the quality product wasn't faring too well, Schwartz added.

He reported the improvement was first noted about three weeks ago and looks upon the continued upswing as "more encouraging."

Neighborhood situations as well as

(*Continued on page 5*)

Big Week at NY 1st Runs; $165,500 for 'Sunset,' A Record

While a few spots are still drawing modest income the majority of New York's first-runs are taking in big money this week with the overall business picture the brightest since the Easter holiday period.

The situation at the Music Hall is spectacular. "Sunset Boulevard" with the stage presentation is headed for an initial week's take estimated at $165,500, representing a new all-time record for the Hall in a non-holiday week. "Three Little Words" opened

(*Continued on page 4*)

'Louisa' Maintains Record Chi. Pace

CHICAGO, Aug. 14.—With a record $35,000 in the till of the Chicago Theatre for its first three days, Universal's "Louisa" appears certain to end its first week with an outstanding gross of $65,000 or better.

An estimated 20,000 persons entered

(*Continued on page 4*)

Warns Telecasters Of Censor Threat From TV Wrestling

COLUMBUS, O., Aug. 14.—Professional wrestling as shown on TV may invite a public demand for censorship of television, said Dr. Clyde Hissong, state director of education and chief of the division of film censorship. He had previously stated that the censor board had no plans for censoring television.

"During practically every wrestling match that is telecast", said Dr. Hissong, "there is demonstrated that it pays to break rules, participate in poor sportsmanship tactics and generally behave contrary to the rules of the game and thus gain unfair advantage over a competitor rather than to play fair.

"The teaching damage to children and youths becomes all the more serious when constant repetition of 'out of bounds' behavior is 'not seen' by the referee, who is supposed to check on unintentional infractions of the rules of the game." He remarked: "Cynics, of course, claim that professional wrestling matches are sheer showmanship, but the children can't be told that. To them they are very real."

He said it "would certainly be unfortunate and regrettable" if there is a public clamor for TV censorship. He said voluntary action should be taken by sponsors and program directors to correct the situation.

65 Additional Key Dates for 'Furies'

Sixty-five additional key city engagements have been reported for Hal Wallis' "The Furies," it was announced here by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Day Replaces Haver

HOLLYWOOD, Aug. 14.—Doris Day, who returned to dancing in "Tea for Two" for the first time since a childhood accident which switched her to singing, will play the role in the Technicolor film, "Lullaby of Broadway," originally scheduled for June Haver at Warner Brothers, Jack L. Warner has announced.

Hornblow to See Hart

Arthur Hornblow, Jr., M-G-M producer in the East from the Coast, will visit Moss Hart, playwright, at the latter's Bucks County, Pa., home for conferences on the screen treatment of an untitled original story the studio has acquired from Hart. Hornblow has said the story may be a Lana Turner-Clark Gable vehicle.

Gerard Hosts Newsmen

Philip Gerard, Universal-International Eastern publicity manager, will accompany a group of magazine, newspaper and syndicate representatives to Phoenixville, Pa., tomorrow and Thursday where U-I's "Lights Out" is being filmed at the U. S. Army General Hospital.

Personal Mention

SAMUEL GOLDWYN and MRS. GOLDWYN, who returned to the Coast from New York over the weekend, will leave Hollywood today for Berkeley, Cal., to attend the wedding tomorrow of their son, SAMUEL, JR., to JENNIFER HOWARD, daughter of the late playwright, SIDNEY HOWARD.

•

MESSMORE KENDALL, president of the Capitol Theatre here, and MRS. KENDALL left here yesterday on a Canadian fishing trip. His secretary, FLORENCE HUSTED, left here by plane for a two-week stay in Hollywood as the guest of MIRIAM HOPKINS.

•

ALFRED F. CORWIN, Motion Picture Association of America New York publicity manager, and MRS. CORWIN on Friday became parents of their second child, CONSUELO, born at Le Roy Sanitarium here.

•

AL FISHER left here yesterday for the Coast to handle arrangements for the Northwest phase of JOSE FERRER's tour on "Cyrano De Bergerac."

•

J. L. KAUFMAN, Warner Theatres executive, has left here for Cleveland and Pittsburgh.

•

JEROME ADAMS, M-G-M manager at Washington, was in New York yesterday.

FOSTER M. BLAKE, Universal-International Western sales manager, has returned to New York from Chicago.

•

LUIGI LURASCHI, head of censorship at Paramount's Hollywood studio, will leave here Wednesday for the Coast, following a visit to Paris, Rome and London.

•

SOL LESSER, independent producer, and MRS. LESSER are in London and will leave there Friday for France. They plan to return to the Coast early next month.

•

HAROLD WIRTHWEIN, Monogram Western sales manager, returned to Hollywood yesterday from a tour of his territory.

•

MILTON SPERLING, head of United States Productions, is recuperating at his Coast home from a virus infection.

•

CHARLES SIMONELLI, Universal-International exploitation director, was in Columbus, O., yesterday from Chicago.

•

IRVING M. SOCHIN, Universal-International special films division sales head, left here last night for New Haven and Boston.

B. & K. Close Loop House: 'No Product'

CHICAGO, Aug. 14.—An inability to obtain sufficient product for its Loop theatres under the Jackson Park decree system is said by Balaban and Katz to be the reason for a temporary closing of its 1,000-seat Garrick Theatre here. The house is expected to re-open in the fall.

The Garrick, located in the Loop, has been operating since the Jackson Park decree primarily on a dual reissue policy, or with secondary first-run product. In one or two instances the theatre ran top features when permission was granted for more than the two-week limit.

Honor Brown at Dinner

ROCHESTER, N. Y., Aug. 14.—Mayor Sam Dicker and Commissioner of Safety Sam Bready welcomed "Stars in My Crown" author Joe David Brown and Mrs. Brown to Rochester with a formal dinner at the Hotel Seneca. Among those in attendance other than city officials were Loew's Manager Lester Pollock and representatives of radio stations WSAY, WHAM, WRNY, WARC and WHEC.

Proclaims 'Jimmy Time'

BOSTON, Aug. 14.—Gov. Paul A. Dever today signed a proclamation designating the period between Aug. 31 and Sept. 15 as "Jimmy Time" throughout the state. Martin J. Mullin, president of New England Theatres and co-chairman of the 1950 Jimmy Fund Drive, said the entire motion picture industry of New England is mobilized for the drive.

Myer Schine Is Cited By Albany Publisher

ALBANY, N. Y., Aug. 14.—J. Myer Schine, president of the Schine Circuit and Schine Hotels, was cited at the weekend by Fred I. Archibald, publisher of the Albany *Times-Union*, for "carving a career in two fields."

Schine, his wife and his brother, Louis Schine, vice-president of the circuit, were introduced by Archibald from the floor at a dinner marking the opening of the newspaper's new publishing plant here, which was held at the Hotel Ten Eyck.

Floats Tour Loew's N. Y. Neighborhoods

A cavalcade of floats toured Loew's neighborhood theatre areas here over the weekend to herald the company's "New Wonderful Movie Season," officially scheduled to get underway tomorrow. First appearance of the parade was in Times Square at the opening of M-G-M's "Three Little Words" at Loew's State, late last week. Participating in an impromptu entertainment were Arlene Dahl, Harry Ruby and Helen Kane.

3 Months for 'City Lights'

"City Lights," the 20-year-old Chaplin film which has had a three-month run at the Paris Theatre here will end its engagement on Aug. 21, and for its next offering the Paris will present (starting Aug. 22) "Paris Waltz" a French musical with the Gallic husband-wife team, Yvonne Printemps and Pierre Fresnay. The production is being released in the U.S. by Lux Film.

20th-Fox, Mooney Close Product Deal

Cleveland, Aug. 14.—Twentieth Century-Fox has closed a deal for one block of pictures with Milton A. Mooney, president of Cooperative Theatres of Ohio, buying and booking for approximately 150 theatres. "Co-op" has been unsuccessfully negotiating with 20th-Fox for product for the past four months until this deal was concluded by Ray Moon, 20th-Fox district sales manager here.

'IA' Convention

(*Continued from page* 1)

committee, who introduced temporary chairman Roger M. Kennedy, fifth IA vice-president. Speeches of welcome were made by Louis Miriani, of the Detroit Common Council; Philip Hart, representing Gov. Williams; John Reid, State Commissioner of Labor; George Dean, president of the Michigan State Federation of Labor and Frank X. Martel, president of the Detroit and Wayne County Federation of Labor.

William Green, president of the American Federation of Labor, who, had just returned from an AFL executive committee meeting in Chicago, spoke about the Korean war and recommended a strong national defense program.

"Americans can no longer safely pursue a "business as usual" policy. We must mobilize for defense. The only language Soviet Russia understands . . . is power," said Green. Green also hit at inflation and urged a regulated economy and rationing.

Ray J. Colvin, executive director of the Theatre Equipment Dealers Association, and Dave Newman, representing the Detroit Motion Picture Exhibitors Association, also spoke.

President Richard F. Walsh made a short introductory speech, but left his main message until tomorrow's meeting. The appointment of committees followed Walsh's talk.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

'SUNSET BOULEVARD'
William Holden • Gloria Swanson
Erich Von Stroheim
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

Paramount Presents
"MY FRIEND IRMA GOES WEST"
A HAL WALLIS PRODUCTION
JOHN LUND · CORINNE CALVET · DIANA LYNN
DEAN MARTIN · JERRY LEWIS with MARIE WILSON as Irma
PARAMOUNT TIMES SQUARE
In Person LOUIS PRIMA AND HIS ORCHESTRA
GARY MORTON TOMMY & MARGOT COMME
and THE MODERNAIRES
Midnight Feature Nightly

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He hated to work, he hated to fight...

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SADDLE TRAMP

But HE TAMED THE TOUGHEST RANGE WAR IN THE WEST!

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Starring

Joel McCREA · Wanda HENDRIX

with **John RUSSELL · John McINTIRE · Jeanette NOLAN**

Story and Screenplay by HAROLD SHUMATE · Directed by HUGO FREGONESE · Produced by LEONARD GOLDSTEIN

Cites 'Arsenal' Of UN Films

The United Nations' "expanding arsenal of inspiring and informative films" available to motion picture theatres "should be used wherever possible on the targets of tyranny and intolerance," Theatre Owners of America executive director Gael Sullivan declares in a statement which will be published in an early issue of the *U. N. Film Distributor,* authorized U. N. publication.

In his statement, Sullivan terms motion pictures "munitions for the mind —to battle racial bias—to fight for the faith of all freedom-lovers—to conquer class antagonisms."

They can be of a "great help" in "the war on deprivation and the denial of human rights," Sullivan points out.

Legion Leader

(*Continued from page* 1)

Hierarchial Committee said he realized anti-Communistic films usually have not been money makers.

However, in the present temper of the public, it is more apt to be receptive to films with an anti-Communist theme, provided it is combined with an entertaining story skillfully told, Bishop Scully added. He said he did not know how to synthesize the two, motion pictures not being his primary field.

The Bishop reported that the picture situation, from the Legion viewpoint, is "a little easier," principally because fewer foreign films have recently been imported. He pointed out that foreign make films are the ones which most often seriously deviate from Legion standards.

Zanuck to Set

(*Continued from page* 1)

dent, stated earlier the company planned to make four top features here in the next 12 months. First was the just completed "Mudlark," starring Irene Dunne. Early next month, Louis D. Lighton will start "No Highway" at Denham, with Henry Koster directing. The remainder, Skouras said, would depend upon terms of the new remittance agreement. It is now reported that the company may widely extend the original schedule.

In addition, announcements are expected momentarily from Paramount, which is reported to plan four British productions, and M-G-M, which may make five here.

Zanuck, Skouras Call On President Truman

WASHINGTON, Aug. 14.—President Truman was given a fill-in this afternoon on the weekend conference of the Advisory Council to the Chief Signal Officer by Darryl F. Zanuck. A reserve colonel, Zanuck is a member of the Council.

It was reported that Zanuck advanced several ideas during the conference for Hollywood cooperation with the Signal Corps in production of indoctrination films.

Zanuck also told the President that 20th Century-Fox is preparing for early release a special short on the background of the Korean incident—apparently an "indoctrination" film for civilian America.

Spyros Skouras was also here, but on a Greek War Relief mission.

Robbins Opens Week's Meet Of NSS Managers Here

National Screen branch managers began a full week of home office meetings yesterday for the purpose of general business discussions with Herman Robbins, president; George F. Dembow, sales vice-president, and William B. Brenner, vice-president in charge of operations.

This is the second of three scheduled meetings of groups of managers with home office executives, the first of which was conducted during the week of July 10. The third is scheduled for the week of Aug. 21.

In addition to business sessions, managers will be provided with a tour through American Display Corp., National Screen's screen plant, and a similar trip to the NSS lithographing facilities of Litho-Poster Corp.

Managers attending the meetings are: Louis Pat, Kansas City; Milton Feinberg, Des Moines; Jay MacFarland, Minneapolis; Irving Stacel, Chicago; William Bein, Cincinnati; Ivan Clavet, Detroit; H. T. Liebtag, Indianapolis; John Mednikow, Milwaukee; H. A. Washburn, St. Louis; F. W. "Doc" Allen, Dallas; Gilbert Clark, Oklahoma City.

'Vet' Film Promotion

(*Continued from page* 1)

American Veterans short subject, "On Stage, Everybody."

The chairmen are: Albany, Danny Houlihan; Atlanta, Fred Dodson; Boston, Jim Connolly; Buffalo, Dave Miller; Charlotte, Al Duren; Chicago, Tom Gilliam; Cincinnati, J. S. Abrose; Cleveland, Oscar Ruby; Dallas, John Houlihan; Denver, R. C. Hill; Des Moines, Jim Veldes; Detroit, W. D. Woods; Indianapolis, G. R. Frank; Kansas City, James W. Lewis; Los Angeles, Jack O'Laughlin; Memphis, Ed Williamson.

Also, Milwaukee, John G. Kemptgen; Minneapolis, William H. Workman; New Haven, Arthur Greenfield; New Orleans, C. James Bryant; New York, Sam Diamond; Oklahoma City, Ralph B. Williams; Omaha, I. M. Weiner; Philadelphia, William Mansell; Pittsburgh, Saal Gottlieg; Portland, Ralph Amacher; St. Louis, Harry Haas; Salt Lake City; Gifford Davison; San Francisco, Neal East; Seattle, Sam S. Davis; Tampa, Harold Larrd; Republic; Joseph Brecheen.

Adm. McIntyre Sponsors Private Showing of 'On Stage Everybody'

WASHINGTON, Aug. 14.—Admiral Ross T. McIntyre, chairman of the President's Committee for National "Employ the Physically Handicapped" week, last week presented the Disabled American Veterans' film, "On Stage Everybody," starring Bob Hope and "Fun on Wheels Revue" to a special conference here of 500 leaders of business, labor, government and private groups.

McIntyre commended the Association of Motion Picture Producers for performing "a major service" to this country in the production and distribution of the Paramount film, which tells the story of disabled veterans.

Would Draft Rodgers

(*Continued from page* 1)

of the industry, we must make a concerted effort to settle all differences within the industry rather than without. They should be handled on a local level, and only as a last resort should they be submitted to a national arbitration board.

Marcus pointed out that weaknesses in the past arbitration systems were greatly due to the lack of experienced men who did not have a thorough knowledge and background of the field and suggested that a man such as Rodgers, vice-president and sales manager of Metro-Goldwyn-Mayer, should be drafted for this type of job.

New York Grosses

(*Continued from page* 1)

strong at Loew's State with close to $42,000 apparent for the first week. "Abbott and Costello in the Foreign Legion" is fair enough at the Criterion where $15,000 is likely for a first week.

"Our Very Own" is holding up very well at the Victoria with a prosperous third week's take of $25,000 in view. "Edge of Doom," another contender for good money, promises an estimated $25,500 in its second week at the Astor.

At the Paramount, "My Friend Irma Goes West," with Louis Prima's orchestra and the Modernaires on stage figures to provide the Paramount with an estimated $80,000 in a big second week. "Irma" will be replaced with "The Furies" on Aug. 16. "Kiss Tomorrow Goodbye," with Toni Harper on stage, at the Strand, is continuing at a strong pace with about $46,000 apparent for the second week.

"Panic in the Street," with Frances Langford and an ice revue on stage is likely to reach $75,000 in its second and final week at the Roxy, which is strong revenue. Next at the Roxy will be "Stella," with Milton Berle on stage, due on Friday. "Treasure Island" will open at the Mayfair today following seven weeks of "Destination Moon." The latter did about $12,000 in its final stanza, which is fair enough.

"The Petty Girl" will bow in at the Capitol on Thursday, succeeding "A Lady Without Passport." Accompanied by Pearl Bailey and Jack Fina's orchestra among others on stage, "Passport" should do about $36,000, mild business, in its second and final week.

'Very Own' Is Scoring Heavily in Field Openings

Samuel Goldwyn's "Our Very Own" is scoring the biggest opening day business of the year in several situations, the home office reports. The film raked in an estimated $3,500 at the Fulton, Pittsburgh, and $3,800 at the 20th Century in Buffalo, both on initial days.

'Louisa'

(*Continued from page* 1)

the theatre in the premiere day, with Ronald Reagan, Charles Coburn, Ruth Hussey, Spring Byington and Piper Laurie, of the picture's cast, making personal appearances. Lines, four and six abreast, almost encircled a Loop block. The stars left here over the weekend on a tour of 26 cities.

ATOI Convention Is Set for Nov. 13-14

Indianapolis, Aug. 14.—The Associated Theatre Owners of Indiana will hold it sannual fall convention at the Hotel Lincoln here on Nov. 13-14, Trueman T. Rembusch, ATOI president, announces.

Compromise Solves Wald-RKO Hitch

HOLLYWOOD, Aug. 14.—As Jerry Wald and Norman Krasna officially began a five-year stay today at the RKO Radio studio, following a $50,000,000 production deal signed with Howard Hughes Saturday midnight, details of a compromise reached on autonomy for the new independent company were made known.

The eight weeks of negotiation, which began when Hughes advanced Wald $150,000 to obtain a release from his contract with Warner, hit a stumbling block over the scope of independence to be granted Wald-Krasna, who will make 12 pictures a year for five years for RKO Radio release. Under terms of the pact now finalized, the producers will consult with Hughes on story properties and on pictures budgeted over $900,000. At that figure or below, Wald-Krasna will have a free hand.

Split Profits 50-50

Financing is on a 60-40 basis, with Wald-Krasna, backed by Bankers Trust and the Mellon National Bank of Pittsburgh, supplying the greater figure and RKO the short end. Production will be at the RKO studio, with the producers and RKO to split profits on a 50-50 basis.

The agreement came at the deadline agreed upon by both parties, last Saturday midnight, and climaxed a deal first rumored when Sid Rogell, former RKO production head, left the company. Instead of taking over the top production post, Wald joined forces with Krasna, with whom he had been associated in his pre-industry days as a newspaperman, and formed an independent producing unit.

With RKO furnishing studio facilities, distribution and part of the financing, the new firm proposed to make a maximum of 12 films annually. This deal, considered advantageous to both RKO and Wald-Krasna, was agreed upon in broad outline at the start. The prolonged negotiations were primarily concerned with the delegation of authority and power between producer and distributor, and ended in a compromise satisfactory to both.

Para.'s 'Affair' May Premiere in Italy

The Italian government has offered official support and cooperation for the world premiere of Hal Wallis' "September Affair" at the Sistina Theatre, Rome, on Sept. 14, Paramount disclosed here yesterday. Italian Minister Pietro Romani, High Commissioner for Tourists, will make a special broadcast in behalf of "September Affair," which was filmed in Italy.

The world premiere will be attended by Prime Minister Alcide DeGasperi, high Minsters of the Italian Government and others.

CEA Revolt Against Eady Tax Pool May Delay Plan's Start

LONDON, Aug. 14.—Open revolt against the present form of the Eady entertainment tax production pool within the ranks of the Cinematograph Exhibitors Association indicates the inauguration of the pool, scheduled for Sept. 1, may have to be postponed.

The Leeds branch of the CEA has declared that it will withdraw from the industry machinery being created to implement the pool unless fairer representation on the pool's board is accorded CEA, and unless the tax formula is improved with respect to ticket prices so that a financial benefit is assured.

In the latter regard, the Leeds branch feels that the proposed levy of a farthing a seat might induce patrons to buy cheaper seats, which would result in losses to the exhibitor. It claims that the levy should be based on a percentage of actual receipts, instead of the farthing per seat plan.

Press Plans for New UK Children's Films

LONDON, Aug. 14.—The Association of Specialized Film Producers is making headway with its proposed Children's Entertainment Films Trust, following the shutdown of J. Arthur Rank's children's film department.

The association suggests that financing of new children's films might come from the Eady entertainment tax production pool, based on estimated attendance of 1,500,000 children weekly at British theatres, at the tax pool basis of a farthing per seat. The association also suggests that the government might contribute a sum equal to that made available from the Eady pool.

Rapper Setting 'Lord Johnny' in London

LONDON, Aug. 14.—Irving Rapper has arrived here to prepare for production of "Lord Johnny," to start early in September. To be filmed in Technicolor, it will star Cornel Wilde with an otherwise all-British cast. Rapper will direct. Negotiations for distribution and studio space are in progress.

O'Brien to Be Honored

LONDON, Aug. 14.—Tom O'Brien, head of the National Association of Theatrical and Kine Employes union and Member of Parliament, will be honored by the industry here on the occasion of his 50th birthday, next Thursday. He entered the business in 1918.

U. K. Grosses

(*Continued from page* 1)

the sound stages in producer-operated studios were idle at the end of the first quarter, and in other studios three-quarters of the stages were idle, a sharp increase from the end of Dec., 1949. There was an accompanying further drop in studio employment.

Review

"Tea for Two"

(*Warner Brothers*) *Hollywood, Aug.* 14

PRODUCER William Jacobs and director David Butler, the superbly teamed talents responsible for "Look for the Silver Lining" and other rare entertainment, have made of the fondly remembered "No, No Nanette" a film trimly tailored to the known tastes of today's young and not so young. Rich in song, dance and humor, and shot in the best Technicolor tradition, the picture gives Doris Day, Gordon MacRae, Gene Nelson, Patrice Wymore, Eve Arden, S. Z. Sakall and Billy De Wolfe precisely the things to do which each does best. They do it so well in this instance that the 101 minutes of running time seem like half that.

The principal song numbers are from that yesteryear which, in these times, is providing the juke boxes and the disc jockeys with their best material. They include "Tea for Two," "I Know That You Know," "I Want to Be Happy," "Crazy Rhythm," "I Only Have Eyes for You," "The Charleston" and "No, No Nanette," the first used recurrently as the love theme, the others in a firmly contrasted variety of treatment and styling. Any or all of them figure to pop up in the 1950 Hit Parade lists, fresher than most of today's tunes, as soon as the picture gets into circulation.

The singing by Miss Day and MacRae is expert, under-stressed, totally effective. The dancing by Gene Nelson is no less than sensational, both *en solo* and with company. Miss Wymore gets the proceedings off to a flying start with a hot handling of "Crazy Rhythm," and Eve Arden contributes some dialogue lines of equivalent temperature. Sakall and De Wolfe, divide the comedy chores about evenly.

There is, of course, a story, which is approximately the story of "No, No Nanette," in which an abruptly penniless young heiress who does not know her funds were lost in the market crash of 1929 makes a wager with her guardian that she can answer "no" to all questions for 48 hours. This has to do with the financing of a musical, which is the grand-daddy of all filmusical plots, but the story is as serviceable as it ever was for the purpose of tying good musical numbers together.

Running time, 101 minutes. General audience classification. Release date, Sept. 2.

WILLIAM R. WEAVER

Says Theatres

(*Continued from page* 1)

always been top flight. They are quick to contribute in every drive, no matter how large or small. I cannot speak too highly of their cooperation."

The state officials explained that plans of the State Defense Commission, headed by General Lucius Clay, are still in a formative stage. It is now molding the policy-making pattern. A meeting is scheduled in New York later this week. More definite word on plans will probably be available soon. So far no pamphlets have been issued. Announcement was made from Washington over the weekend that one was being distributed.

The present emphasis in this state is being placed on the organization of a county defense setup. More than 40 have already been established; the number may be as high as 60.

Mayor Erastus Corning is chairman for Albany county. It is believed he will seek the mobilization of local theatres through the appointment of an industry representative to his defense counsel. In the last conflict, each local defense counsel had a war mobilization group, in which theatres were represented. Warning setups then, director Ryan pointed out, included a signaling arrangement by which air raid wardens who happened to be in the house were notified to report promptly for duty if a blackout were scheduled.

Theatres might be utilized this time, it is unofficially thought, for shelters. Screens also undoubtedly will be used for messages and instructional films. Their effectiveness in this area of education and propaganda is widely recognized, it was said.

Nick Pierong, 70

PORTLAND, Ore., Aug. 14.—Nick Pierong, 70, retired theatre executive fomerly connected with the Evergreen circuit, died at his home in Spokane, late last week of a heart attack, according to word received here today.

Film Income Rise

(*Continued from page* 1)

first-run houses are said to be drawing stronger income but the increases percentage-wise have been varying. Leonard Goldenson, president of United Paramount Theatres, said it would be difficult to give any precise figures, but there is a "generally better tone to business," with a few exceptions. He said he based the observations on theatre income today as against previous months and other comparable periods.

Goldenson agreed that the trend is upward and attributed it to the product which he described as "much better."

The international crisis was given little credit for the better business. A. W. Smith, Jr., 20th Century-Fox distribution vice-president, said that the war scare might be proving helpful but it is the film output of recent weeks which is the main factor.

Smith said he first noticed the income gains in July with the charts on "The Gunfighter." Others of similar caliber in release since have been following the pattern, he said. He added the upswing has been general, not limited to any certain areas and has reached "very substantial" proportions for 20th-Fox with such films as "Broken Arrow" and "My Blue Heaven."

Of special interest, Smith said, was his experience with "Cheaper by the Dozen." The box-office performance of this has indicated that the possible top gross of a picture at present actually is greater than at the peak of the boom era during the last war, he said.

Services for Bernerd

HOLLYWOOD, Aug. 14.—Rites for Monogram-Allied Artists producer Jeffrey Bernerd, who died of a heart attack Thursday at his Beverly Hills home, were held today at the Wee Kirk o' the Heather, Forest Lawn.

First Deal for Supercinecolor

HOLLYWOOD, Aug. 14. — With an initial contract for five pictures, Columbia will be the first company to use Cinecolor's new three-color process, known as Supercinecolor, according to Karl Herzog, Cinecolor vice-president. Columbia's "When Redskins Rode," now shooting, will be the first in Supercinecolor.

The new process made available at 5.2 cents per foot, uses Eastman's new color negative from which three separate negatives are made for processing under Cinecolor's own laboratory system.

"Our ability to process both two-color and three-color pictures is a decided trade advantage," Herzog stated.

For Higher Budgets

"With its two systems Cinecolor is the only laboratory equipped to meet the varying budget and production demands of all producers. The low cost of Cinecolor is the chief factor which has made it particularly popular with producers of low-budget outdoor action pictures. The use of Supercinecolor will be confined to producers in higher budget categories who are able to take advantage of the extra qualities which Supercinecolor has to offer."

Herzog said that plant capacity will limit the use of Supercinecolor to two pictures per month for some time to come.

J. Cooper, Manager

COLUMBUS, O., Aug. 14. — Jim Cooper, 63, former theatre manager in Springfield, Ohio, and Grand Rapids and Kalamazoo, Michigan, died here after a long illness. In recent years he has been newscaster on WBNS and WELD. He managed Gus Sun's Springfield house and Butterfield houses in Michigan.

William H. Heald, 73

HARTFORD, Aug. 14.—William H. Heald, 73, veteran New England theatre executive, died at his Haverhill, Mass., home. Heald had managed theatres in Boston, Lawrence and Fitchburg, Mass.

Adam J. Paul, Pioneer

COLUMBUS, O., Aug. 14.—Adam J. Paul, 74, pioneer local Galion showman, died at his home in Springfield, Ohio. He purchased the old Nickelodeon in 1907 and later owned the State.

Trotti's Son Killed

Lamar Trotti, Jr., son of 20th Century-Fox writer - producer Lamar Trotti, died in an automobile accident last Thursday on the Coast, it was learned here yesterday. His brother, John, was seriously injured in the accident. Young Trotti was 18, his brother is 14.

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I.A.T.S.E. 644

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—*Boxoffice*

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—*The Exhibitor*

"All stops pulled out in . . . one of delights of the season."—*Film Daily*

"A jubilant laugh riot."
—*Hollywood Reporter*

"Technicolor handsome frame to merry shenanigans!"
—*M. P. Daily*

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BOB
HOPE
and
LUCILLE
BALL
Color by
TECHNICOLOR

with
BRUCE CABOT
JACK KIRKWOOD

Produced by
Robert L. Welch
Directed by
George Marshall

Screenplay by Edmund Hartmann and Robert O'Brien • Based on a Story by Harry Leon Wilson

•

And Bob Sings Today's Top Tune, "Home Cookin'"—the successor to "Buttons and Bows!"

Hurry! Get Your Date To Play It During
Paramount Week—
Sept. 3-9

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

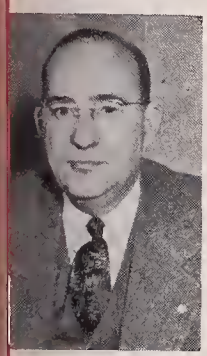
Accurate Concise and Impartial

VOL. 68. NO. 33 NEW YORK, U.S.A., WEDNESDAY, AUGUST 16, 1950 TEN CENTS

N. Y. Pension Deal Set, 'IA' Meeting Told

Theatres Will Contribute % of Wages, Walsh Says

DETROIT, Aug. 15.—A union-management sponsored pension plan for New York City projectionists, calling for contributions by the major circuits and larger Broadway houses of amounts equalling five per cent of all wages paid to members of Local No. 306, will be signed shortly after this week's biennial IATSE convention here, "IA" international president Richard F. Walsh told the 1,000 delegates in his



Richard F. Walsh

(Continued on page 4)

Brandt's Deal At Standstill

The Harry Brandt deal for acquisition of Howard Hughes' controlling per cent stock interest in the new KO theatre company to be organized er its divorcement from the parent mpany next Jan. 1 is at a standstill. The Brandt group is taking the po-

(Continued on page 5)

Eastman Kodak Net Is Up $4½-Millions

Rochester, N. Y., Aug. 15.—Eastman Kodak's net earnings for the first half of 1950 were $26,162,882, or $1.90 per common share. This compares with $21,646,085, or $1.65 a share for the corresponding period in 1949. Sales were $181,665,329 against $179,876,082 in the 1949 period.

The company at the end of the 1950 six months had cash and government securities listed at $90,153,283 and working capital of $141,828,087, for total working capital and net assets of $333,566,961.

Wald-Krasna Set Royalty Basis for New Company

HOLLYWOOD, Aug. 15.— The Jerry Wald-Norman Krasna production company, which has just signed a five-year deal with RKO, will offer royalty deals to all creative workers associated with it—writers, directors and actors, Wald and Krasna announced at a press conference here today.

They said they believe the royalty system offers greater incentives to creative workers than the fixed salary basis, and are confident that it can reduce negative costs and still be profitable to all.

The new company also plans to develop "exclusive" story sources by employing feature reporters to do advance research on plots and ideas. The story department will work like a city news desk, with reporters being sent out on "assignment" and bringing back "facts and color." In addition, the company will use stories from the conventional sources, plays, books, magazines and originals.

Careful, advance planning of productions to effect cost control throughout will be another "cornerstone of operation" of the new company, Wald and Krasna said. Still another plan calls for a special publicity coordinator on each production, from its beginning through release, supplementing RKO's own publicity activities.

A basic production aim of the new company, it was stated, will be to bring "excitement" to each picture through the introduction of new ideas,

(Continued on page 5)

Offer Lazarus, Jr., New COMPO Post

Paul Lazarus, Jr., former assistant to the president of United Artists, is being sought for the second-ranking salaried position in the Council of Motion Picture Organizations. The post of assistant to Arthur Mayer, executive vice-president of COMPO, has been offered to Lazarus.

Friends of the latter report he has indicated privately he will not accept. However, his reply is not expected by COMPO before the end of the week.

New UA Financing Awaits Report by Company Auditors

The new United Artists management is awaiting completion of a full report by company auditors, due on Monday, before financing for both corporate operations and production is set, it was said here yesterday in explanation of the delay in this matter.

Paul V. McNutt, board chairman, is said to have assumed virtually full responsibility for bringing in new capital and to date has not disclosed his plans even to UA president Frank L.

(Continued on page 4)

Columbia Pays Off $600,000 on Loan

At the conclusion of the first year of Columbia's five-year loan agreement which permits the company to borrow a maximum of $10,000,000 under an arrangement involving four financial institutions, repayment of $600,000 has been made, it was revealed yesterday.

At present there is $5,400,000 outstanding under the arrangement.

On Aug. 12, 1949, Columbia entered into an agreement with the First National Bank of Boston, Bank of America, National Trust and Savings Association and the president and directors of The Manhattan Co., under which maximum loans of $10,000,000

(Continued on page 4)

Depinet and Mayer Turn Compo Wheels

Council of Motion Picture Organizations president Ned E. Depinet and executive vice-president Arthur L. Mayer, who this week plunged into the primary work laid out for them by the COMPO board at last week's meeting here, were reported yesterday as having made headway toward carrying out these initial tasks.

Depinet devoted parts of yesterday

(Continued on page 5)

Minsky Heads Para. Mid-eastern Division

Howard Minsky, Paramount home office sales executive, has been assigned supervision of the Mid-Eastern division, succeeding Harry Goldstein, who died some two months ago, it was announced here yesterday by Alfred W. Schwalberg, president of Para-

(Continued on page 5)

British Pact Approved by SIMPP in NY

Group Also in Bid For 124 Permits for Germany

The new trade pact with England allowing U. S. companies a minimum of $17,000,000 in remittances for a one-year period was unanimously approved in principle by the Eastern distribution committee of the Society of Independent Motion Picture Producers at a meeting here yesterday.

The group adopted a resolution recommending ratification by the SIMPP board of directors and executive committee when all of the details of the British agreement are worked out. SIMPP president Ellis G. Arnall said he will be on the Coast next month with the full report, which is now being awaited, on the various provisions on earnings convertibility and will personally present it

(Continued on page 5)

Truman Given UK Pact Data

WASHINGTON, Aug. 15.—President Truman this morning received a detailed report on the new British film agreement, as well as a pledge that extreme care will be used in the selection of features for overseas showing. Motion Picture Association of Ameri-

(Continued on page 5)

Pinanski Signs TOA To COMPO Bylaws

Boston, Aug. 15. — Samuel Pinanski, Theatre Owners of America president, today signed in behalf of that organization the by-laws of the Council of Motion Picture Organizations. This means that all 10 charter members of COMPO now have signed.

During the COMPO board meeting in New York last week it was indicated that signing by TOA executive director Gael Sullivan would be valid. Apparently, however, it was decided that Pinanski should sign.

Personal Mention

SAM SEIDELMAN, Eagle Lion Classics general foreign manager, will leave London for New York at the end of the week.

•

HARRY O. BERGKAMP, ASCAP Philadelphia district manager, has been recalled by the U. S. Navy to serve as Lieutenant S. G. WILLIAM VINCENT will take over in Philadelphia in his absence.

•

JEROME M. EVANS, Universal-International home office exploiteer, will join national exploitation executive CHARLES SIMONELLI in Washington.

•

ROBERT GOLDSTEIN, Universal-International's studio Eastern representative, left here for the Coast yesterday.

•

JACK GLENN, president of the Eastern Screen Directors Guild, has returned to New York from Maine.

•

PAUL KAMEY, Universal-International publicity contact, is in Phoenixville, Pa., from New York.

Columbia Using TV For 'Petty' Promotion

Television is playing a key role in the national promotion campaign which Columbia is launching this week in New York for the premiere of "The Petty Girl" at the Capitol tomorrow. Highlighted in the campaign are Janis Carter and the four "Petty Girls," currently on a personal appearance tour of Loew neighborhood theatres as part of the build-up for the Capitol premiere.

Integrated with the personal appearance tour are a series of eight guest spots which the quintet are doing on TV shows during their first eight days in New York.

Wants Liaison on Coast

HOLLYWOOD, Aug. 15. — George Murphy, president of the Hollywood Coordinating Committee, today dispatch a request to Defense Secretary Louis Johnson that a "single military liaison be set up in Hollywood who would be the official contact with our committee and the official channel through whom would come all requests for Armed Forces entertainment by Hollywood personalities."

Sherman to Manage

WASHINGTON, Aug. 15.—Signing of a contract whereby Al Sherman, public relations consultant and one-time Columbia Pictures publicist, will take over booking and management for the Georgetown Theatre was announced today. Sherman will operate the newly renovated house as an "art" theatre.

Name Ungar's Successor

HOLLYWOOD, Aug. 15. — Joseph Schoenfeld, with the William Morris office for the past six years, will succeed Arthur Ungar, deceased, as editor of *Daily Variety*. Schoenfeld was with the weekly *Variety* for 11 years before joining the Morris agency.

Warner Launches Search for Original Story Material

HOLLYWOOD, Aug. 15.—Warner Brothers has launched a full-scale search for original stories, it was disclosed here today by production vice-president Jack L. Warner.

"Originals, having no prior limitations imposed by other mediums are, in my opinion, the basis of our business," he said. "Such stories, created for the camera, require no doctoring to fit them to the screen."

Warner also pointed out that the creation of originals directly for the screen relieves the industry of dependence on plays, published works, magazine articles and other sources.

"We particularly want newspapermen to tell us about their pet original story ideas," Warner disclosed. "We believe their close-up view of life can contribute not only greater originality but even greater vitality to the screen.

"We are working now on a plan which will tell every newspaperman in the country who covers any kind of beat and has any kind of ideas how he can best get his story ideas to our attention.

"We will implement our plan to bring more originals from more writers to our story department for consideration with a special budget of flexible nature. It will be a steady, continuing routine of studio operation. We won't limit ourselves on story prices. We will pay what we believe the material is worth. And we have a high regard here for originals. We'll buy a good idea, however short it may be, although we will always prefer to acquire stories containing full and basic ingredients. The ideal, of course, would be to find original screen plays ready to shoot. But the point is that we will buy anything good that comes to us if it has the promise of becoming a hit screen play."

Ellingwood Kay and Finlay McDermid of the Warner Coast studios and Jake Wilk, Eastern story editor, are the executives specifically charged with the recruiting of original yarns for the studio. The studio board which will pay particular attention to the campaign will consist of Warner himself, Steve Trilling, his associate, and Walter McEwen.

Mullin Speaks Twice For 'Jimmy' Drive

BOSTON, Aug. 15.—Martin J. Mullin, president of New England Theatres and co-chairman of the industry-sponsored "Jimmy Fund" drive to aid research on children's cancer, spoke today at a meeting of Western Massachusetts exhibitors at the Hotel Sheraton, Springfield, and addressed the annual golf tournament dinner of the Connecticut MPTO at the Racebrook Country Club, Orange, Conn., tonight.

Accompanying Mullin were William Koster, former secretary of Variety Tent No. 23; Harry Browning, drive publicity chairman; Al Kane, Paramount Eastern division manager, and Edward X. Callahan, 20th Century-Fox Northeast district manager.

Five Will Promote DAV's 'On Stage'

Publicity committee to handle the campaign on the Disabled American Veterans industry-made film, "On Stage, Everybody" was named yesterday by the DAV.

Chairman of the committee is Stirling Silliphant of 20th Century-Fox, aided by Bert Champion, Paramount, who will handle radio; Bob Ferguson, Columbia, newspapers and columns; Jimmy O'Neill, 20th Century-Fox, magazines; Ira Tulipan, 20th-Fox, trade papers.

ABC, Kinter Sign Pact

American Broadcasting Co. has signed its president, Robert E. Kinter, for a new five-year term. His salary is reported to be $75,000 annually, a 50 per cent boost over the old contract, which would have ran to Dec. 23, 1953, with bonus provisions which would bring the total to a maximum of $100,000.

'Sunset' Continues At Record Pace

Paramount's "Sunset Boulevard" continued its record-setting pace at Radio City Music Hall here yesterday for the sixth successive day since its world premiere last Thursday. Yesterday's gross was estimated at $21,000. It appears certain to hit $170,000 for the first week, a record for any non-holiday week at the Music Hall.

The extensive advance publicity and advertising campaign on the picture is being generally credited for the outstanding box-office performance.

Full-Page Newspaper Ads for 'No Way Out'

Full-page ads for 20th Century-Fox's "No Way Out" appear in the New York *Times* and New York *Herald-Tribune* today, linked with memorable pictures released by the company during the past 35 years. "No Way Out" opens at the Rivoli Theatre today but the full-page ads make no mention of the opening. For that information they refer readers to advertisements on the amusement pages.

Orbit Films Expanding

Orbit Films, producing unit of Dimensions, Inc., has established an office in Seattle, according to an announcement by Robert Gardner, president of the corporation. Business will be conducted through both New York and Seattle offices. The production program calls for working on locations in various parts of this country and abroad. Set up early this year to produce features, shorts and documentaries, Orbit is scheduling productions in each category for release during the coming months.

Newsreel Parade

ACTION in Korea continues to dominate newsreels. Other highlights are the succession of Belgium's prince to the throne and President Truman urging aid to the handicapped. Complete contents follow:

MOVIETONE NEWS, No. 66—Korea. Honor General Van Fleet. Belgian prince now ruler. New Channel s[illegible] champ. All-American golf playoff. [illegible] stars play for charity. Soap-Box Der[illegible].

NEWS OF THE DAY, No. 300—Korea. Canada answers call to arms. Son succeeds Leopold. Truman urges work for handicapped. Soap-Box Derby. All-star football.

PARAMOUNT NEWS, No. 103—All-star football. New Belgian ruler. Olivier arrives. Korea.

TELENEWS DIGEST, No. 33-A—U.N. Army and Marines in Korean action. B-29's strike.

UNIVERSAL NEWS, No. 378—Korea. All-star football. Water skiing. Soap-Box Derby.

WARNER PATHE NEWS, No. 105—Truman awards to handicapped. New Belgian leaders. Hail Channel champ. U.S. and Canada ready troops for Korea. All-star football. Soap-Box Derby.

400 20th Prints for Record Saturation

ATLANTA, Aug. 15.—Largest territorial saturation in the history of 20th Century-Fox will find up to 400 prints of "Two Flags West" working in 11 Southern states, it was revealed here today by Harry Ballance, Southern Division sales manager for the company.

Ballance, who last week announced the mass saturation booking of the picture backed by a tremendous newspaper campaign in 26 key cities of the South, made his statement before departing for Hollywood, where he will huddle on plans for the regional premiere with studio executives.

Ballance will also set up plans for the scheduled junket of Hollywood stars who will appear at the world premiere of the picture at the Fox theatre here on the night of Oct. 11.

Current reports indicate that the picture will play across the board in the largest circuits of the territory as well as many independent theatres.

Legion Reviews Trio, All in Class A, Sec. II

Three pictures are listed by the National Legion of Decency this week and all are placed in Class A, Section II. They are "Beware of Blondie," Columbia; "The Old Frontier," Republic, and "The Sun Sets at Dawn," Eagle Lion Classics.

Kelly Back in NY

Arthur W. Kelly returned to New York yesterday after a Coast visit during which he set in motion plans to have produced an independent feature, "Half Caste." He also discussed his sales representation of "City Lights" with Charles Chaplin.

Fostoria Cancels Tax

COLUMBUS, O., Aug. 15.—The Fostoria City Council has repealed the three per cent admission tax.

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IF YOU WANT GOOD NEWS— PHONE YOUR M-G-M EXCHANGE!

"THREE LITTLE WORDS" smash opening at Loew's State, N. Y. and in its first 45 cities tops sensational "FATHER OF THE BRIDE," "ADAM'S RIB," "DUCHESS OF IDAHO" and is very close to that boxoffice darling "ANNIE GET YOUR GUN."

More Good News!

"SUMMER STOCK"
(Technicolor)
Judy Garland • Gene Kelly

"A LIFE OF HER OWN"
Lana Turner • Ray Milland

"TO PLEASE A LADY"
Clark Gable • Barbara Stanwyck

"KING SOLOMON'S MINES"
(Technicolor)
Deborah Kerr • Stewart Granger

—And lots more!

SOMETHING TO BE CHESTY ABOUT!

'IA' Wins Dismissal Of NLRB Complaint

Washington, Aug. 15. — In line with its rulings that it would not assert jurisdiction over a motion picture theatre whose "operations are essentially local in character," and which "is not an integral part of an interstate chain," the NLRB yesterday granted IATSE's motion to dismiss the complaint filed by the Wilpert Amusement Co., which operates the State Theatre in Terre Haute.

Though William Rosenthal Enterprises, an Indiana corporation, and Vogue Amusement Co., a Kentucky Corporation, own the State and three other theatres in two states, the board decided that assertion of jurisdiction was not warranted under its policy.

Berman Settles Suit With All but U.A.

The three-year-old $11,250,000 triple-damages anti-trust action brought by Jack Y. Berman against eight distributors, National Theatres and Fox West Coast has been settled out of court with all defendants except United Artists, it was learned here yesterday. The action, centering around two San Diego, Cal., theatres owned by Berman, was dismissed with the approval of Judge Ben Harrison of U. S. District Court for Southern California.

Dismissal documents, signed by attorneys for the plaintiff and defendants, specifies that nothing in the agreement shall be construed as depriving the plaintiff of the right to pursue the litigation against UA.

The complaint, filed in Dec., 1946, alleged that Berman's San Diego theatres were required to play pictures later than the Fox West Coast houses in that city and that the distributors otherwise discriminated in favor of FWC. In addition to the damages stipulated, the complaint sought injunctive relief.

Cobb, Reed, Werling To Open Poster Firm

NEW ORLEANS, Aug. 15.—William Cobb, Jr., president of Exhibitors Poster Exchange here; Ralph Reed, of Exhibitors Poster Exchange staff, and Henry Werling, a former employee of the old Joy Houck Poster Exchange, have formed a partnership in a poster exchange which they will open in Memphis, following Labor Day. It will be known as the Theatre Poster Exchange of Memphis. Henry Werling will manage.

Columbia Pays Off

(*Continued from page* 1)

were made available to July 31, 1950, decreasing thereafter by a fixed amount of $1,000,000 annually. All loans thereunder mature on Nov. 30, 1954.

Initially, in August of last year, $6,000,000 was borrowed under the agreement. On July 30 of this year the company made a payment of $600,000 to reduce the loan.

Walsh Reports on Pensions

(*Continued from page* 1)

convention report today, the first of its kind since the union convened two years ago in Cleveland. It ranged across the entire spectrum of "IA" activities during the past 24 months, and was summarized by the union head in these words:

"The International Alliance has grown—grown in size, in financial reserves, in the fundamental provisions of our labor contracts and in the healthy respect of all men: union people, employers and the general public alike."

The New York projectionists pension gains, the agreement on which was disclosed by MOTION PICTURE DAILY on July 31, stands out as one of the "IA's" most significant achievements in the past two years. Importantly, Walsh told the convention that he hopes "that the ice may now be broken, that pension plans may grow and spread throughout the Alliance."

Renews Pension Pledge

To date, Walsh reminded, "at least three locals have pension provisions —for some or all of their members. And I want to renew the pledge made at our last convention: The International stands ready to help—wherever requested and whenever possible."

The greater part of today's convention activity comprised the presentation of the president's report. Tomorrow will be marked by addresses by Motion Picture Association of America president Eric A. Johnston and Screen Actors Guild television administrator Kenneth Thomson.

Walsh, who reminded that "a pension plan is not necessarily out for the duration of the present five-year basic agreement" between the studio unions and the producers, pointed out that in the final analysis it is up to the locals to decide for themselves whether they value pension plans above wage increases at this time.

In this connection he cited a choice made recently by New York Laboratory Technicians Local No. 702. "The local was offered a plan whereby a 10 per cent increase could be used, if desired, to establish a pension and welfare fund. In the final analysis, however, the decision was to apply it as a straight 10 per cent raise in wages."

Insofar as the Hollywood basic agreement is concerned, Walsh said that the Coast contracts are reopenable for wage adjustments as of Oct. 25, 1951, and Oct. 25, 1953. "Such adjustments," he declared, "could be in the form of either current wages or their counterpart after retirement —or both."

Present Emphasis on Wages

Walsh noted: "Within the past two years, according to our records and experience, most "IA" locals have preferred to concentrate on maintaining and, when possible, improving their present wage scales—rather than to seek pensions now."

Walsh opened his address with a sharp indictment of "the infamous Taft-Hartley Law."

He said that some employers, "either frightened by television or using it as a convenient excuse, claimed that theatrical enterprises were more than passingly impaired and began calling upon us for wage relief." Because, he said, the union noted that "first-class films were drawing as well as ever," the "IA" took the position that no pay cuts are warranted." He termed video film production "a promising new field," and ventured that "production for theatres soon will regain its place in the sun."

Walsh contended that local unions, before considering any request for pay cuts, should have the right to examine the books, incorporation papers and all other similar documents of theatres in question.

"Not only would that show, conclusively, how much business had fallen off; it would also establish whether there were hidden profits," the "IA" chief declared. "Many theatres are family-owned," he reminded, "and it may be that the owners have put non-working members of the family on the payroll. The books also would reveal some very important things which we know to be true: such as the facts that rented theatres have not received rent reductions, that the distributors have not given relief in their exhibition terms, that the light companies charge as much as ever for electricity and that the dealers in all sorts of supplies needed to maintain the house have not come down."

Sees No Need for Cuts

Then Walsh asked rhetorically: "Why is it that labor, and labor alone, is being asked to take the rap?" He said that as in 1949, so in 1950, "I see no necessity or excuse for the 'IA' or any of its members to give ground."

Walsh cited the achievements of a number of locals, among them the Home Office Employes Local No. H-63, "that very progressive union (which) has made good collective-bargaining gains." He commended the recent signing of three-year contracts by the locals that have negotiated with Paramount and Richards circuits in the South, but noted that during the past month negotiations with a number of independent theatres in that area have broken down.

Finds Drive-ins 'Troublesome'

"Drive-ins," he said, "are opening almost everywhere throughout Texas, and our unions are having a good deal of trouble with them." He noted that Northern California theatres have cut their running time and that consequently overtime pay has been eliminated.

Walsh reported that during the past two years, the union has issued and installed charters for 29 new locals.

He noted that the outbreak of the Korean war upset the union's plans to drive for full repeal of the admission tax, but held that at any rate groundwork was laid for the future in this respect. The American labor movement, the "IA" chief observed, is now "almost fully united in the drive against Communism at home."

Johnston's address tomorrow is expected to clarify for the union the nature of the recently-concluded Anglo-American film agreement, the details of which have yet to be established. The "IA" and the Hollywood AFL Film Council during the early phase of the London negotiations had come out flatly against an agreement detrimental to Hollywood labor.

Observed Walsh in his report: "Although the rise in American filming abroad has been one of the minor causes of unemployment in Hollywood, and could, if it goes unchecked, become a major cause, I have felt that we would undoubtedly fail to improve our situation by pressuring the producers, prematurely and recklessly, to cease or curtail this investment.

"But I do not go for the so-called incentive system. Americans do not take kindly to coercion. When governments start telling producers where to make pictures, then I believe that labor—even at the risk of intruding upon the rights of free enterprise—may be warranted in using its power to help call a halt."

IATSE Treasury At Highest Point

Detroit, Aug. 15.—Total assets of $987,118, as of July 15, are in IATSE's treasury, according to a report made here today before the convention delegates by William Raoul, secretary-treasurer of the union. He said the amount topped any previous figure in the union's history by approximately $150,000.

UA Financing

(*Continued from page* 1)

McNamee and corporate secretary Max Kravetz.

McNutt's silence obviously has caused some uneasiness in view of UA's presently dwindling product supply and future prospects. Producer commitments on print deliveries run only until next February, thus further emphasizing the need for early action in the way of lining up new product.

Management's aim is represented as being a program of 24 features per year with UA's own production set-up established on the Coast and with the company to participate in the financing of all 24.

UA has approached several sales executives of other companies to sound them out on their interest in joining it as head of sales and distribution.

One, who has held executive sales posts with two major companies and is now associated with the second, said yesterday he had had feelers from two or three high-placed sources about the post and indicated he might be interested in the event the terms are attractive enough. He said, however, that the approaches to him had not advanced as far as a discussion of terms and, therefore, he could not say whether he would seriously entertain the offer or not.

Another, also a ranking sales executive who has been identified with two major companies, denied the reports that he has been approached and said, in any event, he is not interested in making a change.

New York banking officials also report that UA executives have been around to see them, presumably on the possibilities of new financing for the company, but added that the talks have been in generalized terms.

Approves Pact

(*Continued from page* 1)

to the producer members for a vote.

Past experience consistently has been that affirmative action by the Eastern group on distribution matters virtually is tantamount to finalization by the SIMPP board in Hollywood.

The distribution committee incorporated in its resolution a vote of appreciation for the efforts of the American negotiators—Arnall, Eric A. Johnston and James Mulvey—for their representation of American interests. Arnall said the committee, which is comprised of sales representatives of the producers, "liked the agreement very much."

Mulvey Delivers Report

The report on the contract with the British was given by Mulvey who said he has yet to be apprised of the technical details on convertibility which will be brought here by Fayette W. Allport, MPAA European manager, when he and the British get together on the phraseology of the document. Allport is to meet in London this week with a British committee headed by R. C. G. Somervell.

Similar approval of the pact, "in principle," already has been given by the Motion Picture Export Association.

Yesterday's SIMPP session saw the first of what is described as the Society's aggressive campaign to move in on foreign revenue. Arnall said the organization has asked that the German Ministry of Interior set aside 124 import permits for independent productions in the year beginning Sept. 1.

Asks Increased Permits

MPEA was allocated 150 permits in 1949-'50 and is now understood to be asking an increase to 180 for the new year. For the reason that some independents channel their product through major companies and because of some bartering of permits Arnall said it would be almost impossible to determine the specific number given SIMPP members last year.

Due shortly is an announcement by the Economic Cooperation Administration on the amount of earnings convertibility which will be allowed in the new year.

Arnall stressed that unlike the MPEA, which is allowed to bargain as a unit under a Webb-Pomerene Act, the Society is not permitted to do any bargaining in its own name but is free only to urge that the German authorities hold a certain amount of permits in availability for all of the independents. He pointed out that non-SIMPP members should also be provided for.

Getting underway with the plan to branch out abroad, Arnall said the meeting voted in favor of establishing SIMPP representation in Germany and possibly other countries, subject to approval by the board.

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Reviews

"Right Cross"

(Metro-Goldwyn-Mayer)

A ROMANTIC triangle has been projected against a prizefight background in M-G-M's "Right Cross." Acting chores are carried on by a good cast that includes June Allyson, Dick Powell, Ricardo Montalban and Lionel Barrymore. As for the story, it is a mild affair that starts with a lot of dialogue but picks up enough momentum to wind up as agreeable entertainment.

Montalban portrays a middleweight champ who is in love with Miss Allyson, daughter of aging fight promoter, Barrymore. Powell, an easygoing sports writer with a talent for barroom brawls, also is carrying a torch for Miss Allyson. The plot worked out by scriptwriter Charles Schnee, has Montalban break his hand while training for a fight. He further learns that the bones in his hand have weakened and could shatter with a punch, thus jeopardizing his career. Further plot involvements concern a rival promoter's attempts to wangle Montalban away from Barrymore.

A highlight of the picture is the excellent fight scenes which John Sturges has directed with a vivid eye. The ending is a bit different from the customary. It sees Montalban lose the championship but he wins Miss Allyson. A minor social theme threads through the production by virtue of Montalban's consciousness of his Mexican background. In the course of events, Powell sings one song in a Latin accent. Armand Deutsch produced.

Running time, 90 minutes. General audience classification. For October release.

MANDEL HERBSTMAN

"The Dancing Years"

(Associated British-Stratford-Monogram)

THIS import from London is an operetta which remains tried and true to its entertainment form. This means World War I Vienna, lovely ladies, tall and dashing officers, waltzes, ballet, romance and heartbreak. The prescription is filled in "The Dancing Years" which should please those to whom this type of film may appeal.

Like most operettas, the story is old hat. Once again there is the struggling young composer who is skyrocketed to fame and fortune by an interested opera star who has been on familiar terms with one of the princes of the empire. The composer, Dennis Price, first is grateful to the star, Gisele Preville, and finally returns her love. When their successful play ends its smashing success, they go off on the idyllic holiday during which Miss Preville discovers she is heading toward motherhood. As a result of a misunderstanding, she is led to believe Price intends marrying Patricia Dainton, bucolic reminder of his salad days, and gallantly retires from the scene to marry Anthony Nicholls, prince-patron of her pre-Price regime. Price continues to rise to additional heights in the world of music, pining away for Gisele. When he ultimately returns to Vienna, they are reunited briefly but Miss Preville determines to remain with Nicholls as an insurance for the happiness of her (and Price's) son, now 12 years old.

Any operetta must rely heavily on its music and the voices which render the music. "The Dancing Years" does reasonably well in these areas although there also is on hand the inevitable stuffiness and stodginess above which few operettas ever have been able to rise. Miss Preville sings well and is personable. Miss Dainton blossoms from girlhood to attractive young womanhood nicely. But Price maintains a stiffness which seems somewhat difficult to reconcile with the general atmosphere of moonlight, honeysuckle and romance.

Production values are representative in nice quality Technicolor. Warwick Ward and Jack Whittingham wrote the screenplay basing it on a long-run London play produced by Ivor Novello. Ward also produced and Harold French directed. Louis Levy directed the orchestra.

Running time, 98 minutes. General audience classification. Release date, not set.

RED KANN

Johnston, Truman

(*Continued from page* 1)

ca president Eric Johnston was closeted with the Chief Executive for the first time since the outbreak of the Korcan fighting, and personally promised full industry cooperation to the government.

Following his talk with the President he told reporters that every effort is being made to select for export those pictures which will "not offend other countries or give a false impression of this country. All media of communications have a great responsibility in representing the United States abroad."

Johnston's visit was brief, and he returned immediately to MPAA headquarters here, where a meeting of the New York and Washington MPAA staffs was in progress. The session was devoted mainly to routine topics.

Anderson to Hallmark

COLUMBUS, O., Aug. 15.—Urban Anderson, assistant to P. J. Wood, secretary of the Independent Theatre Owners of Ohio, has resigned to handle Hallmark Productions, "Sportsmen's Show," due for fall release.

Brandt-RKO

(*Continued from page* 1)

sition that it has made a firm and complete offer, and is in agreement with Hughes on terms. It is now squarely up to Hughes to accept or reject, they feel.

For his part, Hughes is said to be still seeking additional assurances that warranties of performance given now will be effective at the time of transfer of title to his securities, next January. The Brandt group feels that it is as much entitled to special performance warranties as is Hughes but nevertheless is prepared to close the agreement immediately.

With Kuhn, Loeb and Co. backing, Brandt has offered in excess of $8,000,000 for the 929,020 shares which Hughes will receive in the theatre company after divorcement and which he is required to dispose of under provisions of the RKO anti-trust consent decree with the government.

Wald-Krasna

(*Continued from page* 1)

new personalitics, and new "standards of entertainment."

"We know that there is profit in picture-making, provided the producers approach thcir job with imagination, honesty, ingenuity and that sense of excitement which has always pervaded the industry. The market for films is still there. It hasn't disappeared. It simply has been surfeited with indifferent product and listless marketing," Wald and Krasna said.

The first eight production properties to be made under the 60-picture deal with RKO are originals by Wald and Krasna, entitled: "Stars and Stripes," "Size 12," "Behave Yourself," "Easy Going," "Country Club," "The Strong Arm," "Call Out the Marines" and "Mother Knows Best." A ninth, "The Harder They Fall," is by Budd Schulberg.

Depinet and Mayer

(*Continued from page* 1)

and Monday lining up industry personnel to staff a number of COMPO committees which the board established, among them a research committee and a group to formulate plans for two COMPO seminars. An announcement of committee appointments may be made today.

Mayer, who on Monday was housed temporarily in the Motion Picture Association of America office of COMPO secretary Francis S. Harmon at the latter's invitation, has been trying to find permanent quarters in which to house the COMPO office staff which will assist him. Thc staff will includc an executive assistant whose primary function will be to handle COMPO publicity, it is understood.

Mayer relcased yesterday a letter sent to Depinet pledging "every ounce of energy, enthusiasm and experience, of which I am capable," for the success of COMPO.

Indicative of COMPO's dual purpose, Mayer wrote: "To the grave internal emergency which brought the organization into being has now been added the grave emergency which confronts the nation. The challenge is no longer solely to our incomes and investments, but to all the values in life which we hold most sacred and most dear."

Minsky in New Post

(*Continued from page* 1)

mount Film Distributing Corp. Since Goldstein's death, supervision of the division had been handled by Hugh Owen in conjunction with his regular duties as head of the Eastern and Southern Divisions.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68: NO. 33 NEW YORK, U.S.A., THURSDAY, AUGUST 17, 1950 TEN CENTS

16 Houses to National in Naify Split

Exchanges 26% Stock Interest in Circuit

SAN FRANCISCO, Aug. 16.—National Theatres, subsidiary of 20th Century-Fox, has acquired 16 theatres from Golden State-T. and D. Enterprises in an exchange for National's 26 per cent stock interest in the Northwestern circuit, it was reported here today.

Charles P. Skouras, president of National, and his attorney, John Bertero, have returned to Los Angeles following talks with Michael Naify, head of Golden State-T. and D., and it is believed they closed the deal, to become effective on Aug. 22.

Under agreement with the government in the industry anti-trust suit, 20th-Fox was to split with Naify some time ago but because of difficulties in negotiations stemming from Naify's illness the government allowed various time extensions.

This about cleans up the 20th-Fox

(*Continued on page 6*)

Industry Backs Film For Disabled 'Vets'

Manpower from virtually every segment of the industry has been recruited in an all-out industry effort to bring to the American public during September the message contained in "On Stage Everybody," nine-and-a-half minute short subject produced by Paramount under the sponsorship of the Association of Motion Picture

(*Continued on page 6*)

Plans 'Subscribe-Vision' Showing for FCC Sept. 15

Demonstration of "Subscribe-Vision" for the Federal Communications Commission is planned for about Sept. 15, Arthur Levey, president of Skiatron Electronics and Television Corp., said here yesterday following a meeting of stockholders.

The system provides for payment by the home audience at the rate of about 25 cents per televised film program but Levey said he is not ready to divulge details on how it works. His idea is to round up video rights to regular motion pictures after they have played out regular exhibition markets and then televise them to the public at the initial 25-cent fee. This will go down as the audience grows, he indicated.

Only official action by the stockholders was changing the name of the company from Skiatron Corp.

SPG Would Be the 11th Unit in MPIC

HOLLYWOOD, Aug. 16.—The Screen Publicists Guild voted last night, at a regular monthly meeting, to seek membership in the Motion Picture Industry Council. The step was taken after a committee, previously assigned to develop a broad-range public relations program, both for the internal and external benefit of the industry, had reported on progress made. The SPG would be the 11th organization to belong to the MPIC.

The MPIC tonight installed Paul Groesse as president in procedural succession to Roy Brewer and seated B. B. Kahane as vice-president, succeeding Groesse.

Johnston at IATSE Meet; Walsh Hits Production Abroad

DETROIT, Aug. 16.—Though the mounting tendency of U. S. producers to make films abroad was termed a threat to studio jobs today by Richard F. Walsh, IATSE president, the subject was not mentioned in the prepared address delivered here by Eric Johnston, Motion Picture Association of America president, to the union's convention.

Walsh, acknowledging that the producers have been driven to foreign filming in order to utilize frozen

(*Continued on page 6*)

Says Small-Towners Need a 5% Rental

DES MOINES, Aug. 16.—If some small town theatres in distress situations are to survive, they must have rentals equal to five per cent of the gross, Leo F. Wolcott, board chairman of Allied Independent Theatre Owners of Iowa-Nebraska, maintained at a meeting of the organization.

Wolcott charged that distributors are "gouging" exhibitors with unfair allocation of films and warned that Iowa-Nebraska Allied will set up its own board to allocate pictures unless distributors take "immediate and definite" steps to correct alleged allocation abuses in the territory. The meeting pledged not to buy on percentage.

54 Republic Features Are Listed by Grainger for '51

Republic Pictures is committed to 32 features, 22 Westerns, four serials and six short subjects for 1950-51, a total of 54, it was disclosed here yesterday by James R. Grainger, sales vice-president, at the conclusion of a three-day Eastern regional sales meeting, held at the home office.

The total of 54 features for the new year compares with 30 features and 23 Westerns, for a total of 53, promised for the current 1949-50 season.

The afternoon session of yesterday's sales meeting, conducted by Grainger in association with his aides, E. L. Walton, Walter L. Titus, Jr., John P. Curtin, and Richard T. Yates, was devoted to a discussion of the 1950-51 program.

It was announced that of the 32 new features, 14 will be in the "Deluxe Group" and 14 in the "Variety Group," with two special productions from Judy Canova and two starring Estelita.

The Western groups will be lead off by Roy Rogers, who will star in six. Rex Allen will be featured in four, while Monte Hale and Allan (Rocky) Lane will star in four each.

A new series of Westerns will be

(*Continued on page 6*)

Improvements In Business Coming: Yates

New 3-Color Process Is Announced by Republic

Herbert J. Yates, president of Republic Pictures, predicts greatly improved conditions for the motion picture industry over the next few months.

Herbert J. Yates

In his keynote address to branch managers and home office executives at the third session of the Eastern regional sales meeting, held yesterday at the company's home office, and conducted by James R. Grainger, sales vice-president, Yates cited the general business improvement nationally, which he stated would provide the public with more buying dollars. He

(*Continued on page 6*)

Rocky Mt. Allied Asks Rentals Cut

DENVER, Aug. 16.—The board of directors of Allied Rocky Mountain Independent Theatres demands that film companies roll back rental prices "realistically." The directors also demanded that the practice of putting films in higher brackets than warranted in order to get more money for them, be stopped at once.

They also called for lowered prices

(*Continued on page 6*)

17 MGM Productions For Foreign Filming

Hollywood, Aug. 16.—A total of 17 films with foreign locales is listed by M-G-M as being in various stages of production, with four completed, four shooting and nine assigned to producers.

Among the countries where the pictures were, or will be filmed are Africa, India, England, Cuba, Italy, France, Spain and an island off South America.

Union Mass Meeting Put Off to Aug. 31

The Screen Employes Guild-sponsored all-industry union conference scheduled for today has been postponed to Aug. 31, because a large number of IATSE New York officials are at present attending the "IA" convention in Detroit and would therefore be unable to attend the conference.

Employes of all film companies have been invited.

Studio Tally Holds Steady

HOLLYWOOD, Aug. 16.—The production tally has dropped only one point this week, for a total of 24 in work. Six pictures were started, while seven were completed.

Started were: "When the Redskins Rode," Columbia; "Short Grass," Monogram; "The Goldbergs," Paramount; "Buckaroo Sheriff of Texas," Republic; "Best of the Bad Men," RKO-Radio; "War Dance," Universal-International.

Completed were: "Hot Rod," Monogram; "Under Mexicali Stars," Republic; "Half Angel," "For Heaven's Sake," and "Fourteen Hours," 20th Century-Fox; "Illegal Bride," Universal-International; "The West Point Story," Warner Brothers.

Acquire 32 Reissues Of Korda Pictures

Reissue rights to 22 Alexander Korda features, said to represent a production cost over $10,000,000, have been acquired by Max J. Rosenberg and Albert Margolies for the United States. They acquired them from Hecuba Corp., which originally acquired the rights from the producer, Korda.

The films included in the deal follow: "Drums," in Technicolor, starring Ralph Richardson; "Four Feathers," Technicolor, starring Sabu and Raymond Massey; "Private Life of Henry VIII," Charles Laughton; "That Hamilton Woman," Laurence Olivier and Vivien Leigh; "Jungle Book," Technicolor, Sabu; "The Ghost Goes West," starring Robert Donat and directed by Rene Clair; "The Divorce of Lady X," Technicolor. Merle Oberon and Richardson; "Elephant Boy," directed by Robert Flaherty and starring Sabu; "Rembrandt," Laughton; "Things to Come" and "The Man Who Could Work Miracles," both by H. G. Wells; "The Private Life of Don Juan," starring Douglas Fairbanks, Sr.; "Thief of Bagdad," Technicolor; "Lydia," Oberon; "Catherine the Great," starring Elizabeth Bergner and Fairbanks.

Also "Men Are Not Gods"; "The Challenge"; "Murder in Diamond Row"; "Sanders of the River"; "Spy in Black"; "Q Ships" and "Over the Moon," in Technicolor.

Monogram's Taif Ill, Johnson Takes Over

DES MOINES, Aug. 16.—W. A. Johnson, who has been a Monogram salesman in the Des Moines territory for the past six years and prior to that a Columbia salesman in the Iowa territory, has been appointed acting branch manager in the Monogram exchange here. He takes over for George Taif who is taking a leave of absence due to ill health, it was disclosed by Harold Wirthwein, Western sales manager.

Lester Hammel Quits Wm. Morris Agency

Lester Hammel, stage and motion picture agent, has resigned from the William Morris Agency here. Hammel, who has left for a vacation motor through Canada, has definite plans for the future, and will make an announcement upon his return after Labor Day. Hammel was liaison man in the East for its Coast motion picture operation.

Personal Mention

JERRY WALD and NORMAN KRASNA, heads of the new production unit at RKO studio, will leave Hollywood at the weekend for New York.

•

HOWARD DIETZ, M-G-M advertising-publicity vice-president, will leave here tomorrow by plane for Paris, where he will vacation until after Labor Day.

•

RUDY BERGER and JOHN S. ALLEN, M-G-M field sales managers, left here yesterday for their respective headquarters, Washington and Dallas.

•

GAEL SULLIVAN, Theatre Owners of America executive director, left here yesterday for Houston.

JOCK LAWRENCE, Samuel Goldwyn Productions vice-president, is in Boston from New York for conferences with DAN FINN, B. and Q. Theatres general manager.

•

GEORGE D. BURROWS, Monogram executive vice-president and treasurer, will leave Hollywood today by plane for a two-week stay in New York.

•

MARSHALL JONES, projectionist for 30 years at the Paramount Theatre, New Haven, is recuperating at his home there from a broken hip.

•

LYNN FARNOL, public relations consultant, returned here yesterday from the Coast.

Screen 'Tripoli' Today For Marine Tieup

WASHINGTON, Aug. 16.—A special screening of the new Technicolor film, "Tripoli," will be held here tomorrow night for Gen. Clifton B. Cates, Commandant of the U. S. Marine Corps, and his staff. The film, a William Pine and William Thomas production for Paramount release, deals with the Marines during the war with Tripoli.

Paramount representatives at the screening will be Will Price, director of the film, and Jerry Pickman, assistant director of national advertising-publicity, who will discuss with Cates Marine Corps cooperation for the release of the film.

Extend Industry Ad Exhibit to Aug. 25

Because of the public response to the "Fifty Years of Progress in Motion Picture Advertising" exhibit at the Associated American Artists Galleries here, Reeves Lewenthal, director of the galleries, yesterday announced the extension of the exhibition until Friday, Aug. 25. The exhibit traces the history of film advertising from 1895 to 1950, climaxed by the modern ads for Darryl F. Zanuck's "No Way Out."

DeMille to Do a Syndicate Column

HOLLYWOOD, Aug. 16.—Cecil B. DeMille is understood to have closed a deal with General Features, a newspaper syndicate, to write a weekly column based on his recollections and experiences during his long career in the films and the theatre. Phil Koury, former *Kansas City Star* reporter, will collaborate with De Mille on the project, which is designed to last at least three years, it is said.

Producer to Meet Press

Independent producer Jack M. Warner, son of Warner Brothers' Jack L., will be the guest of 20th Century-Fox at a trade press luncheon on Tuesday at the 21 Club here. He recently finished his first production, "The Man Who Cheated Himself," which 20th-Fox will distribute.

'No Way Out' Grosses $8,200 at Rivoli Bow

Darryl F. Zanuck's "No Way Out" opened at the Rivoli here yesterday with an estimated gross of $8,200, a figure which Montague Salmon, Rivoli managing director, said topped any opening day gross there this year. Salmon credited an unusually heavy promotion in all media, plus personal appearances of the star, Linda Darnell, for arousing high interest in the opening of the 20th Century-Fox film.

Preceding the opening, Salmon was host to the press at a "Hunt Breakfast" at the theatre, which Miss Darnell attended before taking a post as cashier at the box-office.

Emanuel Is Arbiter In Clearance Case

A development in current efforts at industry arbitration is the selection of Jay Emanuel, Philadelphia theatre operator, to serve as arbitrator in the Bridgeport clearance case which S. H. Fabian declined to arbitrate last spring when all of the intervenors in the action refused to present evidence and abide by a final decision. Administration of the case, brought by Elmwood Theatre Corp. against major distributors, will be handled by the American Arbitration Association.

Lerner Quits Laurel, Arent Takes Over

Joseph Lerner, Laurel Films production vice-president, executive producer and a founder of the firm, has resigned his position and sold his stock ownership, it is announced by Rex Carlton, president. Lerner, who has plans for other directorial assignments, will complete a three-picture directing deal with Laurel, Carlton said.

John W. Arent, former production supervisor, will assume Lerner's position and acquire his stock in the firm, Carlton said.

Fontaine to Lippert

CLEVELAND, Aug. 16.—J. E. Fontaine, formerly Selznick Releasing Organization district manager here, has joined Lippert Productions as branch manager, replacing Justin Spiegle.

Coming Events

Aug. 11-25—"Fifty Years of Progress in Motion Picture Advertising" exhibit, Associated American Artists Galleries, New York.

Aug. 14-18—IATSE 40th biennial convention, Masonic Temple, Detroit.

Aug. 25—United Cerebral Palsy Associations benefit show, Bob Hope, master-of-ceremonies, Hollywood Bowl, Hollywood.

Aug. 30-31—West Virginia Theatre Managers Association annual convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

Sept. 5-7—Monogram-Allied Artists annual sales convention, Ambassador Hotel, Los Angeles.

Sept. 13—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Sept. 14—International Citation Award dinner of the Toronto Variety Tent, Toronto.

Sept. 14-17—Pacific Coast Conference of Independent Theatre Owners at Cal-Neva, on Lake Tahoe, Cal.

Sept. 19—"All Presidents' Dinner," amusement division of the United Jewish Appeal, Hotel Astor, New York.

Sept. 19-21—Independent Theatre Owners of Ohio annual convention, Netherland Plaza Hotel Cincinnati.

Sept. 25-26—Allied Theatres of Michigan annual convention, Hotel Book-Cadillac, Detroit.

Sept. 26-27—Kansas-Missouri Theatre Association convention, Hotel President, Kansas City.

Sept. 27—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Seeks Showings for 'Little League' Short

Emerson Yorke, head of his own studio here and a director of Little League Baseball, is presently negotiating with circuit and independent operators for showings of the short, "Little League World Series." No rental is charged for the film, which shows highlights of the annual elimax of baseball competition among 30,000 children under 12 who are members of the Little League children's movement.

Yorke announced that the State Department plans versions of the film in 20 different languages and that the Army has acquired prints for exhibition in Japan. He also said that Paramount is considering making a short based on the 1950 Little League World series, to be held at Williamsport, Pa.

Showgirls Tour for 'Tea'

Warner and the Tea Bureau have teamed up to promote "Tea for Two"—and tea—with a tour of Eastern cities by two showgirls from the film, who bear the titles, "Miss Hot Tea for Two" and "Miss Iced Tea for Two." The girls, Camille Williams and Ann Zika, will leave Hollywood Tuesday for the 10-city junket, with press interviews and personal appearances slated at each stop.

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THE INDUSTRY'S GETTING SOMETHING TO TALK ABOUT...

Here are three girls who never met before. They are brought together by a strange quirk of fate. Each in her past hid the one reckless mis-step that seals a girl's reputation. Here in one of the most heart-arresting pictures in the long history of Warner Bros. are three girls whose pasts cannot be judged until you know their

Three Secrets

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97 alton St. N.W. • 7:30 P.M.

O ON
KO reening Room
22 lington St. • 2:30 P.M.

U ALO
or unt Screening Room
66 anklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Coss Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Pict. Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.

THE MOST POPULAR PIC

"AS AMERICAN AS ICE CREAM AND CAKE," says the New York Herald-Tribune

Samuel Goldwyn has reached into the heart of the American home to make you laugh—to make you cry a little—to make you live again *your happiest moments!* This is a picture filled not only with romantic magic and nostalgia, but with all the tender things, the daily excitements, the joyous wonder of life in America today!

AS HEDDA HOPPER SAYS: "IT'S THE KIND OF PICTURE AMERICA HAS BEEN SCREAMING FOR."

No wonder it's also the picture that's bringing joy and happiness to exhibitors everywhere!

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RE IN AMERICA TODAY!

Ask the man who's playing

OUR VERY OWN

Starring **ANN BLYTH**
FARLEY GRANGER
JOAN EVANS
with **JANE WYATT**

Directed by DAVID MILLER
Written by F. HUGH HERBERT
Director of Photography: LEE GARMES, A. S. C.

Ask the people who've seen it!

'IA' Meet

(*Continued from page* 1)

funds, said that a solution to the problem must be sought through top level governmental compromises.

In addressing the "IA" convention today, Johnston lauded the General Motors-United Automobile Workers wage agreement but did not specifically recommend application of the plan to Hollywood studios and to American theatres.

He said the GM-UAW "five-year plan" was like "cutting a ribbon in the dedication of a new avenue toward industrial harmony. First," he said, "it provides that as labor's productivity goes up, labor's share in the returns will jump proportionately. Second, it means union security.

"Labor is guaranteed an annual increase in keeping with productivity; and that's incentive. The agreement further provides that the cost of living shall be reckoned as a factor in adjusting the weekly pay check; and that means confidence."

Wants Labor Leaders in UN

Johnston also told the convention he favored reenforcing the American delegation to the United Nations with labor leaders who have licked Communism in their own unions. "They are up on all the Communist techniques and know how to overcome them," he said.

Referring to jurisdictional disputes with other AFL unions in the television field, Walsh told the delegates that IATSE is determined to get its share of representation in the TV studios.

Walsh will be without opposition when he comes up for re-election at tomorrow's session.

16 to National

(*Continued from page* 1)

partnerships which are to be dissolved. The company is now at work on splitting with the few remaining partnership houses on the West Coast.

Among the 16 shifting to National in the break with Naify are these: Parkside, Noe and El Rey, San Francisco; and the Chimes, Parkway, Palace and Eastmont in Oakland.

W. E. Recorders to European Studios

Four channels of Western Electric recording equipment have been shipped by Westrex Corp. to Munich, Germany, for the Office of the United States High Commissioner for Germany, according to E. S. Gregg, vice-president.

Prior to this shipment, 29 W. E. recorders had been shipped to studios in France, Italy, Switzerland, Belgium, the Netherlands and Spain. In addition, 29 channels have been shipped to Great Britain.

Review

"The Fireball"

(Thor Productions—20th Century-Fox)

NOVEL subject matter and brisk treatment are the standout qualities of this otherwise modest offering aimed primarily at sport fans and devotees of screen fare that is given more to action than sublety. It stars Mickey Rooney, and he justifies the nickname of the title as a roller derby star. The picture should draw heavily from among roller-derby enthusiasts. These are many, we understand, principally in consequence of the "play" television has given this more or less new sport.

Mickey, cast as an undersized orphan with strong inferiority feelings, runs away from a Catholic school for boys headed by a kindly, understanding priest, as played by Pat O'Brien. The latter, while remaining in the background, traces the boy to a restaurant where he had obtained a job, and keeps in touch with Mickey's adventures through friends. Mickey becomes a frequenter of a rollerdrome where he is taught to skate by pretty champion Beverly Tyler. Before long he becomes a champ racer himself, but acquires a swelled head in the process. His flashy career is brought to a halt by an attack of polio, and when he fights his way back to health and roller fame he emerges a more modest but better-liked counterpart of his former self. No small credit for this goes to the influence of the priest, and Miss Tyler.

The appealing cast also includes James Brown, Marilyn Monroe, Ralph Dumke, Bert Begley, Milburn Stone, Glenn Corbett, and others. Produced by Bert Friedlob, "The Fireball" was directed by Tay Garnett, from a screenplay by the latter and Horace McCoy.

Running time, 84 minutes. General audience classification. October release.

CHARLES L. FRANKE

DAV Subject

(*Continued from page* 1)

Producers in behalf of the Disabled American Veterans.

Well worth nine-and-a-half minutes of any exhibitor's playing time, because of the significantly humanitarian appeal it carries and because it contains some amazing bits of entertainment, "On Stage Everybody" will be available for September showings through an exchange manager in each key city whose assignment is to book the picture in his area.

The film, which throughout moves at a lively pace, is introduced by Bob Hope who in turn introduces a revue staged and acted by wheelchair ridden veterans of World War II. Hope returns later to explain that the show comes under the classification of "recreation therapy" at such institutions as Halloran General Hospital and the U. S. Naval Hospital. He reasons then that it should be apparent to the public and to industry in general that disabled veterans can and must be given work—not only because of its therapeutic value but because the disabled are well able to serve industry in many types of jobs.

The revue features songs, chorus girls, and some surprising feats of wheelchair skill. It will give audiences plenty to think about. Moreover, it is proof that the film industry is doing its part to see that the disabled veteran gets a break. C. L. F.

54 Republic Features

(*Continued from page* 1)

released, to be called the "Adventure Western Group," will comprise four pictures, and featuring two juveniles, 10-year-olds Michael Chapin and Eilene Janssen, as cowboy and cowgirl leads. This series will be linked to nationwide promotion among boys' and girls' organizations and merchandising with department stores.

The serials and six "Deluxe Travel Shorts," will be in Trucolor.

It was decided that the new program should be flexible in production and release, and that the titles of pictures in all groups will not be announced until completed and scheduled for release.

Already completed and set for fall release in the Deluxe group are: "Surrender," starring Vera Ralston, John Carroll and Walter Brennan, in September; "Hit Parade of 1951," John Carroll, Marie McDonald and Estelita, in October; John Ford's "Rio Grande," starring John Wayne and Maureen O'Hara in November; "The Golden Tide," in Trucolor, Rod Cameron, Forrest Tucker and Adrian Booth, in December. Deluxe productions which will be set for early release in 1951 include "California Passage," "Belle Le Grand" and "Torero."

A second John Ford production and another John Wayne production will be released on the new program.

The studio is now working on plans for two service productions: one on the Air Force campaign in the Pacific, the other a story of the Coast Guard. Both of these productions will be produced with the cooperation of the Defense and Treasury Departments.

A story written by newspaper correspondent Bob Considine, to be filmed in New York and Miami, and a sea story in the character of "Wake of the Red Witch" will also be produced.

Rocky Mt. Allied

(*Continued from page* 1)

because of the drop in production costs, more money being received from foreign countries, and on account of the newly-found revenue from drive-ins. The directors also demanded that salesmen and managers make more calls on exhibitors. If this latter request is not met the group says it will ask for an investigation into salesmen's and manager's expense accounts.

John Wolfberg is the unit's president. The date for the next directors meeting was set for Nov. 15 in Denver.

Improvements

(*Continued from page* 1)

said, "Despite competing attractions in the entertainment field, more people are going and will go to pictures in the immediate months ahead, which will provide the most prosperous period for motion pictures since 1945."

He urged his branch managers carry his optimistic message back to exhibitors. He stated that the 1950-51 production program is geared to the general upswing in business and aimed at exhibitors who more than ever before are looking for money product to escape from the box-office doldrums "of the past spring and summer."

Yates further announced that Republic would launch the "finest color ever made." He reported that the studio and laboratory had been working for some time on the development of a third color for the company's Truecolor process, and after tests of equipment, make-up, and the processes of printing, the studio is ready to start all production of two-color Truecolor and apply the new three-color process.

To 'Sell' New Process

It is expected that the first Judd Canova picture, to go into production about Sept. 1, would be filmed in the new process. Yates said that a well organized advertising and publicity campaign would be executed to sell the new process to exhibitors and to the public. He stated that as soon as new color equipment has been built to many more pictures in the "Deluxe Group" would be made in color and added to the company's schedule.

"A policy of star-making" was set forth as an urgent need of the industry. Yates cited the lack of attention over the past few years to the building of stars and said that all companies must have an influx of new talent as a reservoir for star material.

Reviews Year's Campaigns

He reviewed the campaigns since the first of the year in which Republic sent its personalities into the field to make first-hand contacts with theatremen, the press and the public. Such campaigns will be continued for Rod Allen, Forrest Tucker, Adrian Booth, Adele Mara and others, he said. Star building campaigns will also be instituted for Estelita and Muriel Lawrence.

Await Transcript in 'Boundaries' Appeal

Attorneys for Louis de Rochemont plan to petition the U. S. Supreme Court for a *writ of certiorari* in connection with the contemplated appeal in the "Lost Boundaries" case as soon as the Clerk of the U. S. Supreme Court provides the plaintiff with a printed transcript of the action before the Circuit Court of Appeals in New Orleans, it was indicated here yesterday. The New Orleans trial followed a hearing in U. S. District Court in Atlanta which also resulted in a decision favorable to defendant Atlanta censor whose banning of the picture is being challenged by producer de Rochemont all the way up to the high court.

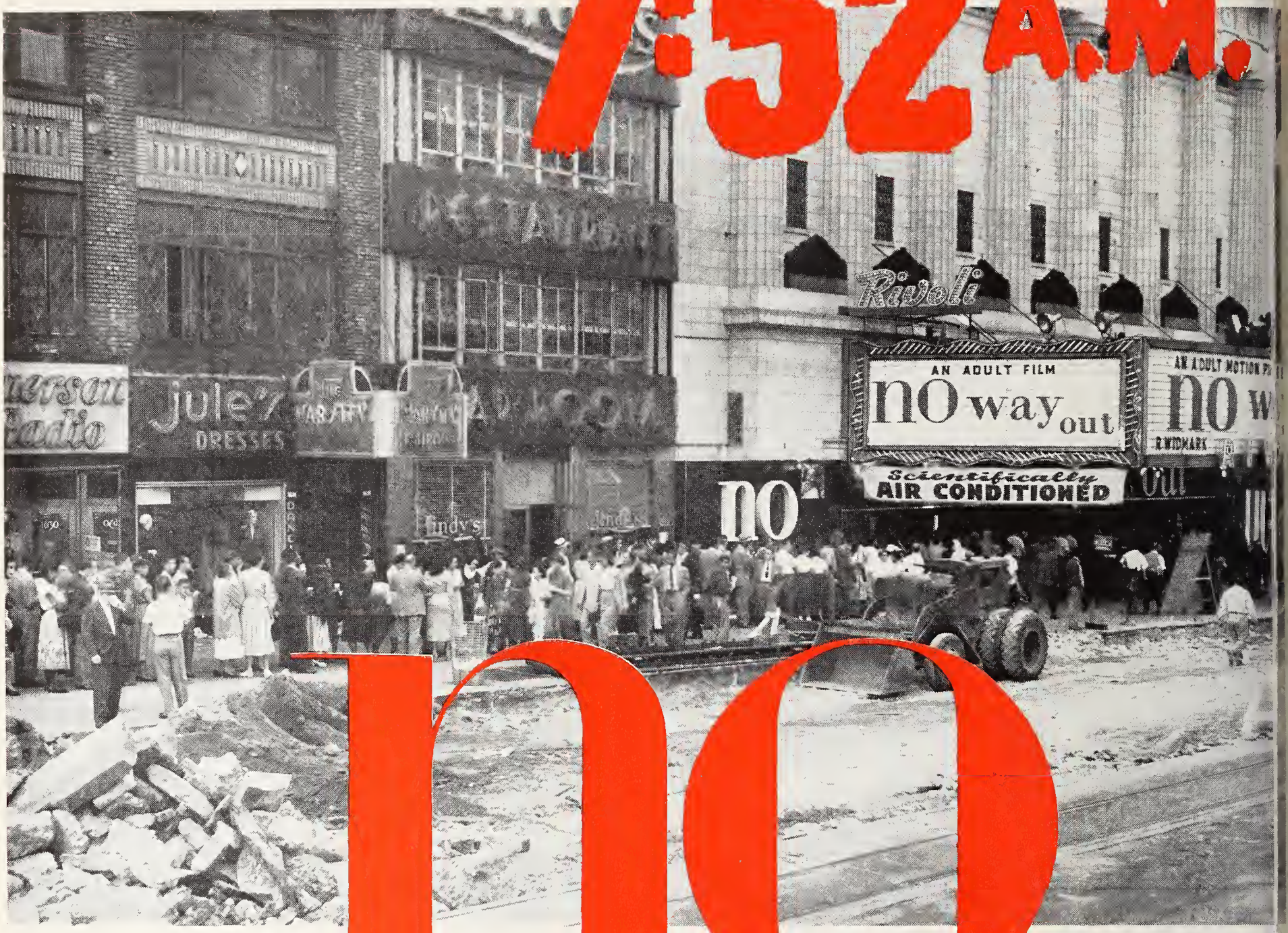
If the law offices here of Samuel I. Rosenman, de Rochemont's counsel, are granted the writ, they will then join in a postiion to file an appeal with the Supreme Court.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO
July 2	(July Releases) ROGUES OF SHERWOOD FOREST (Color) John Derek Diana Lynn D—80 min. (Rev. 6/16/50)	(July Releases) GOLDEN SALAMANDER Anouk D—96 min.	CRISIS Cary Grant Jose Ferrer D—96 min. (Rev. 6/16/50)	(Stratford) FOR THEM THAT TRESPASS Richard Todd D—95 min. ARIZONA TERRITORY Whip Wilson O	(July Releases)	COVERED WAGON RAID Alan Rocky Lane O—60 min. (Rev. 7/10/50)		(July Releases) THE GUNFIGHTER Gregory Peck Helen Westcott D—84 min. (015) (Rev. 4/26/50)		(July Releases) WINCHESTER 73 James Stewart Shelley Winters D—92 min. (Rev. 6/7/50)	BRIGHT LEAF Gary Cooper Patricia Neal Lauren Bacall D—110 min. (Rev. 5/24/50)	FALLEN IDOL Ralph Richardson D-94 min. (Rev. 10/4/49) (Release—July)
July 9	711 OCEAN DRIVE Edmond O'Brien Joanne Dru D—102 min. (Rev. 7/12/50)	THE BLUE LAMP Dirk Bograde D—84 min. (Rev. 6/1/50)	DUCHESS OF IDAHO (Color) Esther Williams Van Johnson M-C—98 min. (Rev. 6/14/50)	SILK NOOSE Carole Landis Joseph Calleia D—76 min.	THE LAWLESS Macdonald Carey Gail Russell D—83 min. (4923) (Rev. 4/7/50)	TRIAL WITHOUT JURY Robt. Rockwell D—60 min. (Rev. 7/20/50)		WHERE THE SIDEWALK ENDS Dana Andrews Gene Tierney D—95 min. (Rev. 6/26/50)	ONCE A THIEF Marie MacDonald Caesar Romero D—88 min. (Rev. 6/26/50)	PEGGY (Color) Diana Lynn Charles Coburn CD—77 min. (Rev. 6/20/50)		THE THIRD MAN Joseph Cotten Valli Orson Welles D—104 min. (Rev. 1/31/50) (Release—July)
July 16	BEYOND THE PURPLE HILLS Gene Autry O—70 min. (Rev. 7/20/50)		HAPPY YEARS (Color) Dean Stockwell Scotty Beckett D—110 min. (Rev. 5/25/50)	SNOW DOG Kirby Grant Elena Verdugo D—63 min. (Rev. 7/19/50)	MY FRIEND IRMA GOES WEST John Lund Marie Wilson C—91 min. (Rev. 5/31/50)					ADAM AND EVALYN Stewart Granger Jean Simmons C—92 min. (Rev. 11/21/49)	GREAT JEWEL ROBBER David Brian D—91 min. (Rev. 6/13/50)	
July 23	CAPTIVE GIRL Johnny Weismuller Buster Crabbe D—73 min. (Rev. 4/24/50)	(Aug. Releases) DESTINATION MOON (Color) John Archer Warner Anderson D—91 min. (Rev. 6/26/50)	MYSTERY STREET Ricardo Montalban Sally Forrest D—94 min. (Rev. 5/17/50)	COUNTY FAIR (Color) Rory Calhoun D—76 min.			TREASURE ISLAND (Color) Bobby Driscoll Robert Newton D—96 min. (Rev. 6/21/50)	(Aug. Releases) STELLA Ann Sheridan Victor Mature C—83 min. (Rev. 7/19/50)	THE UNDERWORLD STORY Dan Duryea Gale Storm D—90 min. (Rev. 3/28/50)		FLAME AND THE ARROW (Color) Burt Lancaster Virginia Mayo D—88 min. (Rev. 6/20/50)	DAVID HARDING, COUNTERSPY Willard Parker D—71 min. (Rev. 5/24/50)
July 30	(Aug. Releases) IN A LONELY PLACE Humphrey Bogart Gloria Grahame D—94 min. (Rev. 5/17/50)	THE SUN SETS AT DAWN Walter Reed D	THREE LITTLE WORDS (Color) Fred Astaire Vera-Ellen M—102 min. (Rev. 7/7/50)	MASSACRE VALLEY Johnny Mack Brown O	(Aug. Releases) THE FURIES Barbara Stanwyck Wendell Corey D—109 min. (4926) (Rev. 6/27/50)	THE OLD FRONTIER Monte Hale O—60 min. (Rev. 8/2/50) JUNGLE STAMPEDE George Breakston Travelogue—60 min. (Rev. 8/4/50)	OUR VERY OWN Ann Blyth Farley Granger D—93 min. (Rev. 3/20/50)	BROKEN ARROW (Color) James Stewart Debra Paget D—92 min. (Rev. 6/12/50)	THE ADMIRAL WAS A LADY Edmond O'Brien Wanda Hendrix C—87 min. (Rev. 5/5/50)	(Aug. Releases) ABBOTT AND COSTELLO IN THE FOREIGN LEGION Bud Abbott Lou Costello C—79½ min. (Rev. 7/13/50)	50 YEARS BEFORE YOUR EYES (Documentary 73 min.) (Rev. 6/20/50)	LIPPERT
Aug. 6	CONVICTED Glenn Ford Broderick Crawford D-91 min. (Rev. 7/26/50)	EYE WITNESS Robt. Montgomery Leslie Banks D—104 min. (Rev. 7/20/50)				VIGILANTE HIDEOUT Alan Rocky Lane O O—60 min. (Rev. 8/4/50)		CARIBOO TRAIL (Color) Randolph Scott Gabby Hayes O-81 min. (Rev. 6/30/50)		DESERT HAWK (Color) Yvonne DeCarlo Richard Greene D—77½ min. (Rev. 8/4/50)		MOTOR PATROL Don Castle D—67 min. Release: 6/16 (Rev. 5/10/50)
Aug. 13	ON THE ISLE OF SAMOA Jon Hall Susan Cabot D—65 min. (Rev. 8/14/50)		A LADY WITHOUT PASSPORT Hedy Lamarr John Hodiak D—84 min. (Rev. 7/13/50)	TRIPLE TROUBLE Bowery Boys CD	SUNSET BOULEVARD William Holden Gloria Swanson D—110 min. (4927) (Rev. 4/17/50)	THE SHOWDOWN Wm. Elliott Walter Brennan D—86 min.	COME SHARE MY LOVE Fred MacMurray Irene Dunne C-D OUTRAGE Mala Powers Tod Andrews D			LOUISA Ronald Reagan Chas. Coburn C—90 min. (Rev. 5/31/50)		HI-JACKED Jim Davis Marsha Jones D—66 min. (Release: 7/14/50) (Rev. 6/23/50)
Aug. 20	BEWARE OF BLONDIE Penny Singleton Arthur Lake O—66 min. (Rev. 4/3/50)	(Sept. Releases) NAUGHTY ARLETTE Mal Zetterling D—86 min.	SUMMER STOCK (Color) Gene Kelly Judy Garland M—109 min. (Rev. 8/4/50)	SILVER RAIDERS Whip Wilson O					THE MEN Marlon Brando Teresa Wright D—85 min. (Rev. 5/19/50)	MADNESS OF THE HEART Margaret Lockwood Paul Dupuis D	KISS TOMORROW GOODBYE James Cagney Barbara Peyton D—102 min. (Rev. 8/1/50)	I SHOT BILLY THE KID Don Barry O (Release: 8/4/50) (Rev. 8/2/50)
Aug. 27	STREETS OF GHOST TOWN Charles Starrett Smiley Burnette O—54 min. (Rev. 8/9/50)	HIGH LONESOME John Barrymore, Jr. Lois Butler O (Rev.8/8/50)				LONELY HEART BANDITS Dorothy Patrick Rob't. Rockwell D	BORN TO BE BAD Joan Fontaine Robert Ryan D	(Sept. Releases) THE BLACK ROSE (Color) Tyrone Power Orson Welles D—120 min. (Rev. 8/7/50)				TRAIN TO TOMBSTONE Don Barry D (Release: 8/11/50)
Sept. 3	(Sept. Releases) THE PETTY GIRL Robert Cummings Jean Caulfield D—87 min.	BLACKJACK George Sanders Patricia Roc D	A LIFE OF HER OWN Lana Turner Ray Milland O—108 min. (Rev. 8/11/50)	TALL TIMBER Roddy MacDowell O	(Sept. Releases) FANCY PANTS (Color) Bob Hope Lucille Ball C—92 min. (5001) (Rev. 7/19/50)		JOAN OF ARC (Color) Ingrid Bergman Jose Ferrer D—145 min. (Rev. 10/20/48)	MY BLUE HEAVEN Betty Grable Dan Dailey M—96 min.	IF THIS BE SIN Myrna Loy Richard Greene D—72 min. (Rev. 6/28/50)	(Sept. Releases) SADDLE TRAMP (Color) Joel McCrea Wanda Hendrix	TEA FOR TWO Doris Day Gordon MacRae C—101 min. (Rev. 8/15/50)	BORDER RANGERS Don Barry O (Release 7/21/50)
Sept. 10	PROWL CAR Mark Stevens Edmond O'Brien D WHEN YOU'RE SMILING Jerome Courtland Lola Albright M INDIAN TERRITORY Gene Autry Gail Davis O	HER FAVORITE HUSBAND Jean Kent C PAPER GALLOWS Dermott Walsh D			UNION STATION William Holden Nancy Olsen D—89 min. (5002) (Rev. 7/12/50)		WHERE DANGER LIVES Robert Mitchum D—84 min. (Rev. 6/16/50)	PANIC IN THE STREETS Paul Douglas Richard Widmark D—96 min. (Rev. 6/14/50)		SHAKEDOWN Howard Duff Brian Donlevy Peggy Dow D THE SLEEPING CITY Richard Conte Coleen Gray D	PRETTY BABY Dennis Morgan Betsy Drake C—92 min. (Rev. 7/25/50)	HOLIDAY RHYTHM All-Star Cast M (Release 8/18/50) RETURN OF JESSE JAMES John Ireland C (Release: 9/8/50)

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.]

THE TIME WAS 7:52 A.M.*



no way out

*Opening day Rivoli Theatre N.Y.C.

There's No Business Like 20th Business!

CENTURY-FOX

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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. [illegible] NEW YORK, U. S. A., FRIDAY, AUGUST 18, 1950 TEN CENTS

Distribution Steers Clear Of Arbitration

Exhibition Will Have to Take Meeting Initiative

It became clear yesterday that if exhibitors are holding out hope for the eventual establishment of an industrywide arbitration system they will have to make the initial moves in that direction on their own, without more than moral support from distribution.

What is more, distribution's thinking on arbitration as a possible national institution is decidedly pessimistic at this point. It would be wiser for exhibition to concentrate on efforts to establish arbitration machinery on the local level because a national setup with its inevitable New York orienta-

(*Continued on page 4*)

$19-Millions For Dividends

WASHINGTON, Aug. 17.—The U. S. Commerce Department reported today that dividend payments by film companies in the first seven months of this year amounted to $19,820,000, or approximately $2,864,000 lower than for the corresponding period of last year.

Nearly all of this difference is made up by the fact that Department records do not show any payments in 1950 by the Stanley Corp. or RKO—which

(*Continued on page 4*)

Army Planning More Training of Lensmen

U. S. Army Signal Corps has disclosed plans to resume a World War II type of training at its Photographic Center on Long Island, designed to turn out additional combat teams of both still and motion picture cameramen to reinforce those already in service.

It was also said that the Corps may turn to Hollywood and other commercial facilities for the production of training films as the demand increases.

Six Public Affairs Groups Plan Tribute to 20th-Fox

Six leading public affairs organizations will join next Wednesday in a tribute to a motion picture company, at a luncheon honoring 20th Century-Fox for its "courageous and important film on racial prejudice," Darryl F. Zanuck's "No Way Out," it was announced here yesterday by Dr. Harry D. Gideonse, president of Brooklyn College and president of the Willkie Memorial Building. The luncheon will be held in the Ritz-Carlton Hotel.

The sponsoring groups are: Freedom House, Anti-Defamation League, Metropolitan Council of B'nai B'rith, National Association for the Advancement of Colored People, Public Education Association, Citizens Planning and Housing Council, and the Common Council for American Unity. All

(*Continued on page 4*)

Walsh Again Heads IATSE

DETROIT, Aug. 17.—Richard F. Walsh was unanimously re-elected president at the closing session of the IATSE convention here today. William P. Raoul, general secretary-treasurer and all other officers likewise were re-elected.

Of 54 resolutions offered during the five-day convention 17 were passed and the rest were referred for action to different committees. The president's report was adopted with but one objection, which was later withdrawn.

St. Louis Unit Lists Convention Groups

ST. LOUIS, Aug. 17.—Committee members for the forthcoming annual convention here Nov. 13-14 of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois have been appointed by Tom Edwards, president, as follows:

Co-chairmen: Lester Kropp, Bess Schulter and Tom Bloomer; entertainment, Louis Ansell, Charles Weeks, Edwards; banquet, Harry Miller, P. Krueger, L. J. Williams; display, R. Armentrout, T. D. Medley, L. Jablonow; arrangements, Ansell, Charles Goldman, Kropp, John

(*Continued on page 4*)

Percentage Actions Against 11 Theatres

ASHEVILLE, N. C., Aug. 17.—Ellis Blumenthal and B. and B. Theatres are defendants in four percentage suits filed here by Universal, 20th Century-Fox, Loew's and Paramount in U. S. District Court. The theatres involved are the Tryon in Charlotte, the Astor (formerly the Ellis), in Durham, and the Hollywood and LaFayette in Winston Salem, all in North Carolina; the Lincoln and State in Florence, S. C.; Star in Savannah; Peachtree Art Theatre in Atlanta, and the Dixie and Pix in Jacksonville.

Each complaint alleges damages due

(*Continued on page 4*)

Myers Winds Up His Tenure As COMPO Tax Unit Head

WASHINGTON, Aug. 17.—Abram F. Myers this afternoon completed the job of collating the records of the Council of Motion Picture Organizations committee on taxation and legislation and sent his resignation as chairman to COMPO president Ned E. Depinet. Included among the papers, he said, are some 25,000 pieces of correspondence and numerous clippings and other literature.

Myers also released excerpts from replies he received from several dozen members of the House and Senate to the letter he sent them last week thanking them in behalf of COMPO for their sympathetic attitude toward the industry's fight to lift the admis-

(*Continued on page 4*)

See Lazarus, Jr. in Columbia Sales Post

Paul N. Lazarus, Jr., until recently top sales executive at United Artists, was reported in trade circles yesterday to be set for an executive sales post with Columbia Pictures at the home office.

Efforts to reach Lazarus and Columbia executives for comment were unsuccessful. Lazarus has formally notified Council of Motion Picture Organizations officials that he will not accept the post of executive assistant to Arthur Mayer, second most important salaried post in COMPO's administrative set-up, which had been offered to him.

50-75¢ 'Floor' Slated for NY Theatre Help

Corsi to Hold Hearings On Wage Board Blueprint

Wage minimums of 50 to 75 cents an hour for motion picture theatre personnel in New York State have been recommended to State Industrial Commissioner Edward Corsi by the Amusement and Recreation Minimum Wage Board which Corsi swore in on April 18. New York will be the third state to have a minimum wage for the amusement industry, California and Massachusetts having led the way. Others are expected to follow.

Corsi said yesterday that he will not promulgate a state minimum wage order until after he holds a series of public hearings next month on the board's recommendations. The

(*Continued on page 4*)

Compo Trio to Assist Mayer

Max A. Cohen, Robert W. Coyne and Oscar A. Doob have been named by Council of Motion Picture Organizations president Ned E. Depinet to assist COMPO executive vice-president Arthur L. Mayer on matters related to organization, personnel and the setting up of a COMPO office.

The trio has been designated as a special committee of the COMPO executive board. Cohen will serve as committee chairman.

Rodgers Declines Arbitration Role

William F. Rodgers, Loew's distribution vice-president, yesterday described as "very flattering" the recent proposal by Ben Marcus, and of Associated Independent Theatre Owners of Wisconsin, that Rodgers be drafted to head an industry arbitration board.

However, acceptance of such a role would be impossible, Rodgers said, because of the extent of his present duties as chief of distribution for his company.

Personal Mention

NATE BLUMBERG, Universal president, and AL DAFF, head of foreign distribution, will leave here today for a two-week visit at the studio.

•

PAULINE SOLOMON, secretary to JOSEPH GOLTZ, Eagle Lion Classics foreign sales manager, will be married in Brooklyn on Sunday to BERNARD STECHER.

•

SAM SHAIN, 20th Century-Fox exhibitor relations head, will return to his desk here on Monday from a vacation.

•

MAX YOUNGSTEIN, Paramount Pictures Distributing Co. vice-president, will leave here today for a week's vacation.

•

WILL YOLEN, Laurel Films advertising-publicity director, has returned here from a fishing trip in Virginia.

•

EDGAR VAN BLOHM, manager of the Paris Theatre here, has returned from a New England vacation.

•

STIRLING SILLIPHANT, 20th Century-Fox promotion manager, left here yesterday for the Coast.

•

TESS MICHAELS, United Artists home office magazine contact, will leave here today for the Coast.

Record $70,000 for 'Louisa' in Chicago

CHICAGO, Aug. 17.—Universal-International's "Louisa" is said to have set a new all-time attendance record in the initial week of its world premiere engagement at the 3,000-seat Chicago Theatre, ending tonight, with close to 150,000 admissions, and a reported gross in excess of $70,000.

In view of the lower admission scale currently prevailing at the theatre, it is estimated that attendance was 40 per cent greater than the week Jack Benny played the theatre some time ago to the biggest gross in the history of the theatre.

20th Fox Dividends Of $1.12, 37½c, 50c

The board of directors of 20th Century-Fox has declared three regular quarterly dividends, as follows: A dividend of $1.12 per share on prior preferred stock to be paid on Sept. 15 to stockholders of record on Sept. 1, a dividend of 37½ cents per share on cumulative preferred on Sept. 29 to stockholders of record on Sept. 1, and a dividend of 50 cents per share on common stock, on Sept. 29, to stockholders of record on Sept. 1.

25-Cent Warner Dividend

The board of directors of Warner Brothers Pictures, Inc., at a meeting here yesterday declared a dividend of 25 cents per share on the common stock, payable Sept. 25 to stockholders of record on Aug. 28.

Insider's Outlook

By RED KANN

THOSE delegated the job of finding an executive vice-president to run COMPO fulfilled their charge with distinction when they decided Arthur L. Mayer was the man. Theirs was not an easy job nor, in fact, is any assignment having to do with COMPO likely to be a walk-away.

An executive steeped in experience was essential. But that was not enough. He had to have a broader horizon, an appreciation of the vital necessity for proper industry public relations and an understanding of how the story of the role which motion pictures constantly play in the life of the people can be told. There was something else—a big and important something else. Under COMPO's unanimous rule, the man picked to run the works had to be mutually acceptable to the ten charter groups. This was not as simple as it may read.

■

Mayer measures up to all these requirements. His experience embraces years in exhibition, both circuit and independent operation in cities like Chicago and New York and in small towns like Somerville, N. J. He has been active as a distributor of foreign-made films. He has served a hitch in advertising and publicity, was assistant coordinator of the War Activities Committee. He worked for the Red Cross in the Far East during the war, was field consultant to Secretary of War Patterson, motion picture advisor to General Clay in the American zone in Germany and is now film consultant to the ECA.

Those who know Mayer know he is progressive in his thinking, proud of the industry of which he is a part and wholeheartedly pledged to the principles to which COMPO is committed. He is now in the position of directing the team, but the success of his captaincy will be governed by the freedom of action and the support which the COMPO's executive board extends him. Understanding this from the very outset, Mayer made certain by asking for full-scale cooperation.

He got it, and his assignment was under way.

■ ■

New York knew about "No Way Out" before it began its run at the Rivoli. One important avenue of information was the daily newspapers which carried a series of five teaser ads in run-of-the-paper positions a week ahead of opening. This was climaxed by a full page display so striking in conception that it attracted considerable comment in the trade, definitely including 20th Century-Fox's competitors.

On the publicity side, there was Linda Darnell, who barnstormed a couple of dozen RKO, Skouras, Randforce and Century houses throughout New York, met Mayor O'Dwyer, was widely interviewed and photographed as she sold the tickets for the first hour of the run Wednesday morning. Part of the package was the interesting historical pageant of motion picture advertising over the last 50 years at the Associated American Artists Galleries. It occasioned no surprise when the unusual advertising campaign for "No Way Out" proved to be the highlight of the display.

There is a point about all this, rising above the undeniable effectiveness of the campaign. It is this: When ingenuity is brought to bear on the merchandising of a meritorious attraction, the public will respond.

As early as now, the engagement of "No Way Out" is proof.

Wometco Not Named In Parkway Action

Frank D. Rubel of Wometco Theatres, Miami, states that Wometco was not named a defendant in the anti-trust action filed last month in Miami by the trustees of the dissolved Parkway Theatre Corp., formerly of that city. A news report from Miami appearing in these columns last July 25 had stated that Wometco had been named a defendant in the action.

Services for J. Girden, 51

Funeral services for Jules Girden, 51, owner of the Imperial Theatre, Brunswick, Md., and a former Warner Theatres executive, will be held this afternoon at the Zionist Memorial Chapel here. Girden, who died Wednesday, is survived by the widow and two children.

Lipskin Is Named McConville's Aide

Lawrence H. Lipskin, assistant to Columbia vice-president N. B. Spingold, has been appointed assistant to Joseph H. McConville, president of Columbia International, and will be in charge of advertising, publicity and exploitation, it was announced here yesterday. The position is new, and Lipskin's former post will not be filled.

NEWS in Brief . . .

EVANSTON, Ill., Aug. 17.—Eric Johnston, president of the Motion Picture Association of America, today addressed members of the National Institute for Commercial and Trade Organization Executives at Northwestern University on the Korean situation and the home fr[illegible]

•

Memphis, Aug. 17.—Ed Williamson, Warner branch manager here, and Vernon Adams, Dallas branch manager, will switch posts, effective Aug. 28. Williamson is chief barker of the local Variety tent and will be automatically succeeded by Bob Bostock, assistant chief barker.

•

PHILADELPHIA, Aug. 17.—Louis Davidoff, former Warner Theatres district manager here, has joined the A. M. Ellis Theatre Co. as general manager. He will be in charge of the company's 25 theatres, which comprise the largest independent circuit in this area.

$166,000 Record for Swanson's 'Sunset'

"Sunset Boulevard," in its first week at Radio City Music Hall recorded the largest non-holiday box-office gross in the history of the theatre, Russell V. Downing, executive vice-president, announced today.

The Paramount film, returning Gloria Swanson to stardom, grossed $166,000 in the seven days, breaking the non-holiday week mark established by "The Emperor Waltz" in June, 1948.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
'SUNSET BOULEVARD'
William Holden • Gloria Swanson
Erich Von Stroheim
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

THE FURIES
A HAL WALLIS Production
Starring BARBARA STANWYCK
WENDELL COREY WALTER HUSTON
A Paramount Picture
PARAMOUNT TIMES SQUARE
IN PERSON THE MILLS BROS. AL BERNIE EDDIE FISHER Extra! BOBBY BYRNE And Orchestra
Midnight Feature Nightly

no way out
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Doors Open 10:00 A.M.

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OFFICIAL!

RUSSELL DOWNING, EXECUTIVE VICE-PRESIDENT OF RADIO CITY MUSIC HALL, ANNOUNCES

THAT THE BIGGEST FIRST WEEK, NON-HOLIDAY, GROSS IN THE HISTORY OF THAT FAMOUS THEATRE HAS BEEN DELIVERED BY

SUNSET BOULEVARD

This fact substantiates in terms of dollars that this is a most unusual *boxoffice* picture which every exhibitor will want to turn to his own profit at the earliest possible moment.

PARAMOUNT HAS THE PRODUCT PAYING OFF BIGGEST TODAY:

"Sunset Boulevard"—Hal Wallis' "My Friend Irma Goes West"—Hal Wallis' "The Furies"; and soon Bob Hope's "Fancy Pants" (Technicolor)—and "Union Station"

NY Wage

(*Continued from page* 1)

promulgation will come 30 days after such hearings end, and will become effective 60 days thereafter, or about Nov. 30.

Heretofore there has been no state minimum wage covering such intrastate commerce workers as cashiers, ticket-takers, doormen, ushers, cleaners, porters and matrons in New York motion picture houses. At public and private hearings held by the board since April, organized film industry labor pressed for a $1 state minimum and theatre management representatives urged that no minimum be set. The Federal inter-state commerce minimum has been 75 cents per hour.

If the board's recommendations are accepted by Corsi as they now stand, it will mean that a minimum of 15 per cent and a maximum of perhaps 30 per cent of the 78,000 amusement industry employees in the state will be in line for pay increases of varying amounts. Statisticians have not yet broken down the figures to arrive at the ratio for motion picture theatre personnel in these estimates, which were made jointly here yesterday by Corsi and board chairman Francis X. Giaccone at a press interview. Among the three employer representatives on the nine-member board is Samuel Rosen, vice-president and treasurer of Fabian Theatres, and labor representatives Michael J. Mungovan, IATSE state official, and Alfred Harding of Actors Equity.

The board's recommendations as they apply to the motion picture industry were as follows:

Cashiers, cleaners, porters and matrons in theatres—75 cents an hour in cities of over 50,000 population, and all communities in Nassau and Westchester counties; 70 cents in cities of 10,000 to 50,000 population, except communities in Nassau and Westchester counties; 65 cents an hour in cities of less than 10,000 population, except communities in the two aforementioned counties.

Ticket-takers and doormen—70 cents an hour in cities of over 50,000 population, and all communities in Nassau and Westchester counties; 65 cents an hour in cities of 10,000 to 50,000 population, except Nassau and Westchester communities; 60 cents an hour in cities of less than 10,000 population except communities in those two counties.

Ushers, messengers in motion picture theatres and other unclassified service staff workers—55 cents an hour in New York City, and Nassau and Westchester counties; 50 cents an hour in the remainder of the state.

Convention Groups

(*Continued from page* 1)

Meinardi; tickets, Tommy James, Lester Bona, Loren Cluster, William Griffin, Isadore Wienshienk; publicity, Frank Plumlee, Bob Marchbank, Russ Bovim, H. Washburn, D. Barrett, Dave Jones; reservations, Frank Speros, Sen. Edward V. Long, Miss Schulter and Myra Stroud.

Myers Winds Up

(*Continued from page* 1)

sion tax burden. Without exception, the letters were friendly, with several Congressmen assuring COMPO that when the proper time comes their support can definitely be counted upon for the renewed battle.

Reviews

"My Blue Heaven"

(20th Century-Fox)

BETTY GRABLE, Dan Dailey, songs, dancing, Technicolor, a few dashes of comedy, and a touch of pathos here and there!

These are the ingredients that have spelled successful box-office pictures in the past for 20th Century-Fox, and there is every reason to expect the pattern will prevail for some time to come. It is evidenced now as "My Blue Heaven."

Produced by Sol C. Siegel with consummate precision and taste, directed by Henry Koster with maximum appreciation of the true stature of the musical film, and written by Lamar Trotti and Claude Binyon in those same veins, "My Blue Heaven" certainly looks like another box-office bell-ringer.

Betty and Dan turn up as a popular husband-and-wife radio team whose secret wish has been for a baby. The story, with frequent times-out for splendidly staged musical sequences, stretches across a number of happy and unhappy interludes as their wish shows promise of realization from time to time. At the outset of the film, Betty, dazedly happy, announces the good word about the stork to her husband during one of their broadcasts. Later, however, an auto accident intervenes to destroy their plans for ever having a baby. Then they decide to adopt one, but find that as show people they are not regarded by foundling authorities as particularly desirable parents. Sympathetic friends persuade them to try a baby black market operator, but the result is that the baby they adopt and learn to love is kidnapped by its real parents. Sadness over this is transferred into overwhelming joy when the film ends, for fate would have it that they wind up with two adopted children and are about to be blessed with a visit from the stork.

Musical numbers include the title song, popular over the years, and "The Friendly Islands," "Don't Rock the Boat, Dear," "It's Deductable," "Live Hard, Work Hard, Love Hard," "I Love a New Yorker" and "Halloween," some given elaborate stagings tied in with the couple's television activities.

Competent support is rendered by the rest of the good cast, including David Wayne, Jane Wyatt, Mitzi Gaynor, Una Merkel, Louise Beavers and Laura Pierpont. The screenplay was based on a story by S. K. Lauren.

Running time, 96 minutes. General audience classification. For September release.

CHARLES L. FRANKE

"The Petty Girl"

(Columbia)

THAT alluring young thing of commercial art known as the Petty girl comes in for some cinema glorification in this Columbia production. Framed in Technicolor, the film sweeps along in a medley of slapstick and nonsense, with several interludes of song and dance. It is relaxing, light entertainment designed for the carefree film-goer.

The picture presents Robert Cummings as the creator of the Petty girl. Unsuccessful in his attempts to sell his art commercially, he is persuaded by Audrey Long to turn highbrow. One day Cummings catches a glimpse of Joan Caulfield, professor at a stuffy college, and he knows immediately that she is his perfect model, as well as the girl of his heart. Escorting her about the city they accidentally become involved in a nightclub scandal which looks bad from Miss Caulfield's home-town view.

When Miss Caulfield returns to her chores at college, Cummings follows her and in the process of courting her he outrages the stuffy school's sense of propriety. Just as Miss Caulfield is about to marry Cummings, Nat Perrin's screenplay has Miss Long reenter the scene. This causes Miss Caulfield to use a strategem involving several Petty girls before she wins Cummings from possible competition.

Perrin also produced and Henry Levin directed.

Running time, 87 minutes. General audience classification. For September release.

MANDEL HERBSTMAN

Dividends

(*Continued from page* 1)

paid out $905,000 and $1,755,000, respectively, by this time last year.

The figures just released for June and July of this year are $4,873,000 and $3,704,000, respectively, compared with 1949 totals of $6,843,000 and $2,548,000. The seven-month total of $19,820,000 for 1950 compares with $22,684,000 last year.

Paramount Pictures made a large payment in June of last year, but while the new picture company paid in June of this year, the larger payment was in July—by United Paramount Theatres. Nonetheless, the total for the two months was lower this year by some $814,000, with the Paramount total $338,000 lower and RKO not matching with anything its payment of $585,000 paid last year.

Republic raised its 1949 dividend total of $100,000 for the first seven months to $500,000 this year.

Tribute to 20th-Fox

(*Continued from page* 1)

are housed in the Willkie Memorial Building.

A joint award on behalf of the organizations will be made by Robert P. Patterson, president of Freedom House and former Secretary of War. Spyros P. Skouras, president of Twentieth Century-Fox, will accept.

Among the speakers at the luncheon will be Oscar Ewing, Federal Security Administrator; Nathaniel L. Goldstein, Attorney General of New York State, and Walter White, executive secretary of the NAACP.

"No Way Out," starring Richard Widmark, Linda Darnell and Stephen McNally, is now being shown at the Rivoli Theatre here.

20th Century-Fox Is Honored For 'Farewell to Yesterday'

A special merit award has been presented to 20th Century-Fox by *Parents' Magazine* for its production of "Farewell to Yesterday," it was revealed here yesterday by E. Philip Willcox, executive of the publication. The citation, which was accepted by 20th-Fox president Spyros P. Skouras, termed the feature film "the greatest documentary film of our time."

Accepting the award, Skouras said: "In view of the unjustifiable attack of the Communists in Korea, our purpose in presenting 'Farewell to Yesterday' is to arouse the American public and alert them to prepare fully for defense, and to help perpetuate the unity of the U. S. and the United Nations."

MPIC Meeting Acts On Defense, Compo

Hollywood, Aug. 17.—The Motion Picture Industry Council at its regular meeting last night gave preliminary approval to plans worked out by a subcommittee under Steve Broidy for maintaining close liaison with the government in undertakings pertinent to a military emergency.

Also endorsed were the action taken by the Council of Motion Picture Organizations, as reported by MPIC representative Al Rogel.

Arbitration

(*Continued from page* 1)

tion would hold little promise of success, in the opinion of distributors here.

These views, as expressed by a key distribution spokesman, held the answer to the Theatre Owners of America's long-standing question as to whether distribution or exhibition should sound the call for an all-industry conference looking to the establishment of a new arbitration setup. Exhibition will have to take that initiative.

TOA has been awaiting an official pronouncement by the Motion Picture Association of America's distributors committee as to distribution's position with respect to which branch should call such a conference. However, it is apparent now that the MPAA committee, which is headed by 20th Century-Fox sales vice-president Andy W. Smith, Jr., will continue non-committal. An arbitration conference would play an important role in TOA's plans for the adoption by the industry of a trade practice code. Discussion of this is expected to figure prominently at TOA's fall convention in Houston.

Distribution's reluctance to take the initiative in calling an all-industry arbitration conference has its roots in the apprehension that that branch of the business has had of court disapproval since the industry anti-trust suit reached its climax. Distribution is "playing it safe."

Meanwhile, word from the Coast is that no cases have yet been brought before the arbitration panel established by 20th-Fox and the Pacific Coast Conference of Independent Theatre Owners. The reason is held to be that deals are being undertaken with more caution "now that the cop is patrolling the beat."

Percentage Actions

(*Continued from page* 1)

to under-reported receipts on percentage pictures. The Raleigh law firm of Joyner and Howison represent each plaintiff, with Sargoy and Stein, New York, of counsel.

Guardian of her most important "bath"...

COSTLY shots like this might be so much spoiled footage . . . save for the vigilance and knowledge of the laboratory man.

He makes sure that the dailies take *their* all-important bath . . . inspecting, testing, keeping constant check as the exposed footage runs through the developing, fixing, and washing tanks and driers.

To his skill and watchfulness . . . as film representing "box-office gold" literally slips through his careful fingers . . . motion pictures owe much of their well-earned reputation for technical excellence.

This skill is more effective . . . the burden of constant vigilance lessened . . . when he works with dependable film of superior quality. That's why he always welcomes the family of Eastman motion picture films.

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J. E. BRULATOUR, INC., DISTRIBUTORS

FORT LEE • CHICAGO • HOLLYWOOD

Women everywhere jump at the chance to see the latest COMPANION-approved movie. That's a fact both in small towns and large cities—and that's why the movie-makers invest more money in the COMPANION than in any other monthly magazine*.

Except of course the fan magazines!

Woman's Home COMPANION

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VOL. 68. [illegible]35 NEW YORK, U. S. A., MONDAY, AUGUST 21, 1950 TEN CENTS

Arthur Blasts Heavy Themes, Foreign Aping

Customers Want Escape, Get Paranoia, He Says

St. Louis, Aug. 20.—Entertainment for the masses and abandonment of "sophistication and art" in screen fare, was the box-office remedy offered at the weekend by Harry C. Arthur, Jr., president of Fanchon and Marco, in a letter to Paramount studio head Y. Frank Freeman, copies of which also were sent to producers and production heads and editors of trade publications.

Arthur deplored the fact that while American films enjoy by far the greatest popularity throughout the world there are some Hollywood producers who are copying foreign product, "some of which appeals to the so-called intelligentsia."

He continued: "That there still is great hope for our recovery is evident in the fact that such great pictures as "Annie Get Your Gun," "Battleground," "Broken Arrow," "Jolson Sings Again," "Samson and Delilah," "Father of the Bride," "Cheaper by the Dozen," "Flame and the Arrow," "Sands of Iwo Jima,"

(*Continued on page* 5)

'U' Sets Up a New Revolving Credit

Universal and its totally-held subsidiary, United World Films, have borrowed from First National Bank of Boston, The Manhattan Co., and Guaranty Trust Co., $5,900,000, net proceeds of which were applied to liquidation of borrowings under a 1947 loan agreement with those institutions.

At the same time Universal has established with the three banks a new

(*Continued on page* 4)

20th Names Leaders For Managers' Drive

The appointment of leaders in the 20th Century-Fox branch managers testimonial was announced over the weekend with 31 U. S. exchanges to launch the company's campaign starting Sept. 3 and running through Dec. 30.

During this period the company will

(*Continued on page* 4)

Allied, 3 Regionals Pledge Support Of Compo's Causes

Allied States Association and three regional exhibitor organizations manifested at the weekend their intention to cooperate fully with the Council of Motion Picture Organizations, it was reported by Arthur L. Mayer, COMPO executive vice-president.

In a letter to John R. Steelman, assistant to President Truman, Allied president Trueman T. Rembusch reaffirmed to the White House his organization's full cooperation with the government through COMPO in the present emergency.

Wires received by COMPO president Ned E. Depinet from Earl J. Hudson, president of United Detroit Theatres, and J. B. Harvey, president of the Theatre Owners of North and South Carolina, stated that 500 exhibitors of Michigan and showmen in the Carolinas were already organized and mobilized to support the war effort through COMPO.

Harvey's telegram announced also that H. D. Hearn of Charlotte has been named local chairman of the regional war activities committee.

W. F. Crockett, president of the

(*Continued on page* 5)

Studio 'Streamlined' Lockhart Quits RKO

Resignation of Bicknell Lockhart as vice-president and general manager of the RKO Radio studios was revealed by the home office here at the weekend. He will not be replaced.

Lockhart's resignation comes upon the completion of the assignment he

(*Continued on page* 5)

Clarks Assume UA's Handling Job Today

Starting this morning, physical handling of United Artists' films will be managed by William and James Clark's National Film Service, under a deal closed two weeks ago, as previously reported.

In addition to an estimated savings of $20,000 yearly to UA, the deal will also make available to the distributor six new shipping depots, in addition to its own 26 exchanges. The new facilities will be at Albany, Portland, Oklahoma City, Memphis, Des Moines and Butte. Otherwise, NFS will operate from UA branches directly, retaining UA's back room employes at prevailing rates and terms of existing contracts.

Foreign Advisory Unit Aided 43 in Its First 6 Months

The Motion Picture Association of America Advisory Unit for Foreign Films' program of assistance for foreign producers has aroused "extraordinary global interest," according to B. Bernard Kreisler, the Unit's executive director.

A report covering the first six months of the Unit's activities discloses that the American film industry's plan has drawn response from film-producing countries on five continents. The project was launched early

(*Continued on page* 5)

20th Nearly Set on Court Decree on Partner Splits

Except for one small situation, 20th Century-Fox has completed compliance with the U. S. Supreme Court's 1948 edict which outlawed joint theatre operations where the partner is a potential independent operator.

Following the high court's order, the company got together with the government in deciding which holdings came within the proscribed category, agreeing to dissolve partnerships in the operation of over 300 theatres.

The last ownership dividend was the Golden State-T. and D. Enterprises group which was broken up last week with 20th-Fox surrendering its 26 per cent stock interest in the circuit in exchange for 16 theatres which go to 20th-Fox as wholly-owned.

The one remaining to be split is Fox Western Montana Theatres, at Butte, which has only three houses. A group of outsiders holding preferred securities in the circuit and 20th-Fox are now at work on the split. The deadline for this, under agreement with the government, is today, but in the event no settlement is reached the likelihood is that additional time will be allowed.

More Authority For Affiliates In Local Areas

Home Offices Yielding Buying-Booking Power

Edicts of the U. S. Statutory Court here governing industry operations continue to result in more shifts of authority to local areas away from home offices of major companies.

It is disclosed here that Warners has added Albany, N. Y., to situations where the company's theatres have been vested with the power to do their own buying and booking, following similar transfers of authority around the country.

That part of the court's order which directs film licensing theatre-by-theatre and the resultant competitive bidding in many instances has made home-office buying difficult and largely unsound for the reason that the local affiliated circuit, such as Warners in Albany, is more sharply aware of the immediate circumstances involved in the competition for product.

Local autonomy in this regard has been the case with Paramount and National Theatres largely for some time but the bulk of the Warner Thea-

(*Continued on page* 4)

Allport Due Here; U.K. Pact Not Set

F. W. Allport, London manager of the Motion Picture Association of America, will arrive here this week without a definitive agreement with the British technicians' committee on the details of percentage arrangements for the bonus provisions of the new Anglo-U. S. remittance agreement.

Only the barest preliminary work on the details of the agreement has

(*Continued on page* 5)

WB Still Marking Time on US Ruling

Warner still is awaiting a ruling by the Treasury Department on the tax features of its proposed settlement with the government in the industry anti-trust suit, a company official stated at the weekend. Under the proposed divorcement terms, stockholders would be given common shares in the

(*Continued on page* 5)

Personal Mention

ELLIS ARNALL, Society of Independent Motion Picture Producers president, left here on Saturday for his home in Atlanta. He plans to go to the Coast directly from there shortly after Labor Day.

•

CHARLES B. TAYLOR, Buffalo Paramount Corp. advertising-publicity director, has been named vice-chairman of the entertainment committee of the Greater Buffalo Advertising Club's 1950 Christmas party.

•

HOWARD LE SIEUR, United Artists advertising-publicity director, will leave here today for a vacation in Maine, where he will visit his son, DONALD, at a summer camp.

•

BARBARA MORGAN, secretary to HOWARD DIETZ, M-G-M advertising-publicity vice-president, left here over the weekend for a vacation at Fire Island, N. Y. DIETZ is vacationing in Paris.

•

FRED AHERN, production unit manager for SOL LESSER, will leave Kenya Colony, Africa, today for London, en route to the U. S. He will confer with LESSER while in London.

•

EARL ST. JOHN, J. Arthur Rank Organization executive, and MRS. ST. JOHN will arrive here today from London on the *S. S. Queen Elizabeth*.

•

MARY MINARCHEK, secretary to FRANCIS WINIKUS, United Artists advertising manager, will be married next Sunday to FRANK REDA.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, will leave here tomorrow for Atlanta.

•

ABRAHAM POLANSKY, producer, and MRS. POLANSKY sailed from here for Europe on Saturday aboard the *S. S. De Grasse*.

•

ROSE BROWN, who has served as secretary to three Paramount branch managers in Cleveland during the past nine years, has resigned.

•

ROBERT HIRZ, manager of the Cass Theatre, Plattsmouth, Neb., and MRS. HIRZ are the parents of a new son, THOMAS HOWARD.

•

DICK COOK, of *Pictorial Review*, will return here today from a business trip.

•

IRWIN MARGULIES, film attorney, left here on Friday for Paris, first stop on a two-week tour of the Continent.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, left here yesterday for Boston.

'Tea Party' for WB Film

A press "tea" party will be held by the Tea Bureau in honor of Warner's "Tea for Two" at the Tavern-on-the Green here on Friday.

Tradewise . . .

By SHERWIN KANE

ANSWERS which should go far toward determining the future course of theatre television may be expected to be forthcoming from experience to be gained this fall in the televising of the Big 10 Conference football games in three Balaban and Katz theatres in Chicago and one United Detroit theatre.

The Big 10, representing the major universities of the Middle West, had grown apprehensive of declines in attendance at many of its games concurrent with their being offered to home set owners on television, and had refused to renew television rights to this season's games. The football gate, as is well known, carries the financial burden of all other collegiate sports throughout the school year.

Big 10 officials, however, were cognizant of an obligation to the general public and were seeking means of making it possible for those who could not attend a game to see it on a paying basis commensurate with the admission price charged at the stadium. The idea was to offer a service to those immediately interested in a game who, for whatever reason, would be unable to attend it, while at the same time refraining from encouraging those who might attend the game to remain at home and see it on a television set without charge.

•

No solution to the problem had occurred to Big 10 officials up to the time that John Balaban of B and K and Robert O'Brien of United Paramount Theatres put before them the plan to give selected theatres the exclusive right to the telecasts of nine games at the theatres' established admission prices. Films of the games would be made available to regular television stations the following day.

Intrigued with this opportunity to experiment with paid-for spectator televising, the Big 10 signed an agreement which requires no payments from the theatres; no terms of any kind. The theatre telecasts, thus, are wholly experimental for both the Big 10 and the theatres involved. Out of this fall's experience may come terms to govern similar telecasts thereafter.

Meanwhile, the experience will be eagerly watched not only by the Big 10 and United Paramount Theatres, but also by professional sports groups and other entertainment enterprises whose offerings have television value. Just as keen will be the interest of theatre owners and television broadcasters.

The B and K and United Detroit experiments, on a basis of exclusivity, are the first of their kind. They may be expected to translate into dependable knowledge what heretofore has been little more than guess-work and deduction in the real large-screen theatre television experience.

• •

If you have just returned from a restful or exhilarating vacation, or are planning to leave on one, your physical comforts expertly cared for or assured during the long summer days of leisure or recreation, it may be a good time to give a thought to 150,000 homeless Jewish immigrants in need of the barest necessities to keep life within them long enough to accomplish their resettlement in Israel.

You may have been generous, more than charitable, throughout the year. You may say in good faith you can afford to give no more, however worthy, however urgent the cause may be.

But you did have that little bit extra for the suite facing the sea, for the new set of golf clubs, for the new vacation sportswear, the new summer convertible or station wagon. It is easy to afford whatever you are willing to give. But give.

•

The United Jewish Appeal this year has before it the monumental task of meeting budgets totaling $272,455,800 to fill the needs of the United Palestine Appeal, the Joint Distribution Committee, the United Service for New Americans and the New York Association for New Americans.

In addition, New York must contribute its full share of the $9,264,270 needed by the national agencies engaged in protecting human rights at home and abroad and in providing welfare, cultural and religious services for American communities and Jewish veterans and servicemen.

The need is as urgent as the program is vast. It requires the help of multitudes, each in proportion to his ability. Many are giving of themselves as well as their dollars. Do your share.

Newsreel Parade

THE KOREAN situation is No. 1 topic in the newsreels again this week, and it will probably remain so for a long time. Next in frequency are Mayor O'Dwyer's Ambassadorial appointment and the new British Princess. Complete contents follow:

MOVIETONE NEWS, Vol. 33, No. 67— Block Red attacks in Korea. Royal baby born. O'Dwyer named Mexican envoy. Linda Darnell in dual role. Junior Rodeo. Water Ski champs. Diaper Derby.

NEWS OF THE DAY, Vol. 21, No. 301— Korea. Flood in Japan. New York Mayor resigns. Lion training school. New Channel queen. World's golf champs. Football.

PARAMOUNT NEWS, No. 104 — Rush combat equipment back to service. First unmasked Klan meeting. Elizabeth's baby. O'Dwyer's new job. Channel swimmer. Korea.

TELENEWS DIGEST, Vol. 4, No. 33B— War for men's minds. Marines in Korean action. Army readies attack. B29's strike. GI talks of war. The Royal baby. Football.

UNIVERSAL NEWS, Vol. 23, No. 379— Korea. Lion tamers, junior grade. Rodeo. Buli Ball. Water Ski. New Princess born. RCAF readies jets. Atlantic pact flyers.

WARNER PATHE NEWS, Vol. 21, No. 106—Korea. Marines bid New York goodby. Arlington recicves first Korean dead. Elizabeth's baby. Churchill. Paris bike riders. Bull ring soccer. Swim antics. Duck ducks divers.

'No Way Out' Wins Foreign Press Award

The New York Foreign Language Press Film Critics Circle will make its award to 20th Century-Fox for the film "No Way Out" in a special 25-minute broadcast over station WNYC on Thursday afternoon.

Joseph Mankiewicz, director of "No Way Out" and co-author of the screen play, will accept the award for Darryl F. Zanuck, vice-president in charge of production for 20th Century-Fox. Sigmund Gottlober, executive secretary of the Foreign Language Critics Circle, will introduce the speakers. Manfred George, editor of *Aufbau*, and president of the Circle, will make the presentation.

2nd 'Sunset' Week Topping the First

Going into the second weekend in its Music Hall run, "Sunset Boulevard," with a stage presentation, was outdistancing business for the record-breaking first week. The film drew an estimated $22,325 last Thursday representing about $200 more than the preceding Thursday, which was the opening day, and Friday's business, estimated at $22,000, was similarly ahead of the previous Friday's take.

"Sunset" grossed about $166,000 in its opening week at the Hall, the biggest non-holiday week in the history of the house.

Gets Czech Film Rights

U. S. distribution rights to "The Emperor's Nightingale," puppettoon feature made in Prague have been acquired by Rembrandt Films, headed by William L. Snyder. Phyllis McGinley is now at work on the narration for the film, which is in color.

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~~EIGHT~~
~~SEVEN~~
~~SIX~~
~~FIVE~~

A TALE OF ~~FOUR~~ CITIES...

and more...and more to come!!!

MONTREAL—
Third smash holdover week!

WORCESTER, MASS.—
Biggest of any UA picture ever!

SPRINGFIELD—
2nd big $ week!

NEW HAVEN—
Boxoffice biggest in months!

ITTSBURGH—
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aying time!

BALTIMORE—
Extra good!

LOS ANGELES—
Top returns!

PHILADELPHIA—
Bang-up grosses!

SUCCESS STORY IN DOLLARS!

"SO YOUNG, SO BAD"

starring **PAUL HENREID**
with CATHERINE McLEOD · GRACE COPPIN
CECIL CLOVELLY and introducing ANNE FRANCIS
ROSITA MORENO • ANNE JACKSON • ENID PULVER
Produced by Edward J. Danziger and Harry Lee Danziger
Directed by Bernard Vorhaus · Story and Screenplay by Jean Rouverol and Bernard Vorhaus · Released thru United Artists

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SDG Leaders Confer Here

Forthcoming plans of the Screen Directors Guild, especially pertaining to television on a national and international scale, will be discussed here tomorrow by Joseph Mankiewicz, SDG president who is due here then from Europe, and Carl Post, the Giuld's public relations counsel, who will arrive here today from the Coast.

While in Europe Mankiewicz conferred with screen directors in Paris, Rome and Florence and conducted a survey of television activities in those countries.

Two Firms Tie-In With 'Holy Year '50'

Two tie-ups have been consummated by 20th Century-Fox in connection with its new production, "Holy Year 1950," currently playing premiere engagements at the Embassy theatres in New York and in Newark.

Both the TWA airlines and the American Express Catholic Travel League will carry large displays in all of their offices coinciding with the release of the picture, and giving full credit to the film and its pictorialization of the Holy Year ceremonies in Rome.

'U's' Corporate Address Changed

ALBANY, N. Y., Aug. 20.—Universal Pictures, Inc., Universal International Films, Universal Film Exchanges, Inc., United World Films, Inc., World Entertainment Pictures, Inc., Castle Films, Inc., and Prestige Pictures, Inc., all Delaware corporations, have registered certificates of a change of location to conduct business to 445 Park Avenue, New York.

Wife of UA Manager

KANSAS CITY, Aug. 20.—Mrs. Margaret Saunders Truog, 69, the wife of William E. Truog, Sr., United Artists branch manager here, and the mother of Morton Truog, UA branch office manager, died here last Tuesday. Three other sons, a daughter, and 12 grandchildren also survive.

Eat Five Tons of Popcorn

CINCINNATI, Aug. 20.—Residents of Parkersburg, W. Va., a city of 30,000, last year consumed nearly five tons of popcorn in theatres there, according to statistics. The total outlay for lobby confections was more than $50,000 in 1949, the report said.

Opens Dallas Office

WILMINGTON, Del., Aug. 20.—Opening of a new district office in Dallas, which will handle sales of motion picture photographic products, has been announced by Du Pont. Elwyn H. Bertholf, formerly district sales manager at Los Angeles, will be district manager in Dallas.

Sees 9,000,000 TV Sets

Nine million television receiving sets will be in use in the U. S. by the end of 1950, it was predicted by Dr. W. R. G. Baker, General Electric vice-president.

Last of Three Five-day NSS Meetings Opens Here Today

Last of a series of three meetings of National Screen Service branch managers and home office executives will begin here today as general business discussions get under way with Herman Robbins, president; George F. Dembow, sales vice-president, and William B. Brenner, vice-president in charge of operations.

Tours through American Display, National Screen's screen plant, and an orientation in the NSS lithographing facilities of Litho-Poster Corp. of America, are on the five-day agenda.

Managers attending the home office meetings are: Charles Lester, Atlanta; Robert Simril, Charlotte; Al Rothschild, Memphis; J. Louis Boyer, New Orleans; Ben Asche, Los Angeles; Jack Marpole, San Francisco; James Parsons, Denver; Kenneth Friedman, Salt Lake City; Bernard Brody, Seattle, and Bernard Wolf, West Coast division head.

Ohio Screens Will Not Get TV Games

COLUMBUS, O., Aug. 20.—Ohio State football games this fall will not be televised in theatres, said athletic director Richard Larkins, as Michigan, Illinois and Northwestern games will be in three United Paramount houses in Chicago and one in Detroit. Ohio State games, however, will be shown on WBNS-TV on film on Sundays following Saturday games, he said.

The "Big Ten" has a ban against "live" television for home reception. Illinois and Northwestern games will be shown on screens at Chicago's State-Lake, Tivoli and Uptown. Michigan games will be shown at the Michigan in Detroit. The Paramount Tele-Transcription system and RCA direction projection will be utilized.

Flaherty Files Certificate

ALBANY, N. Y., Aug. 20.—Robert Flaherty Film Associates, Inc., have registered a certificate here to conduct business in New York. Fitelson and Mayers of New York are the attorneys.

Local Authority

(*Continued from page* 1)

tres buying had been through the home office until the court order.

Some out-of-town theatres of RKO and Loew's also are said to have taken over the responsibility of buying and booking with the home offices yielding the authority for the reason that the local situations have a fuller understanding of local problems.

Streamlining Sessions Held for Albany Houses by WB's Kalmine

ALBANY, N. Y., Aug. 20.—A theatre-by-theatre analysis of Warner's upstate zone operations for the fiscal year ending Aug. 31 and plans for further local control in the new year were discussed at meetings held here through most of last week. Harry Kalmine, general manager; Stewart McDonald, vice-president and assistant treasurer, and Frank Marshall, of the New York booking department, attended with heads of the upstate division. Emphasis was placed on economical efficient operations. The opinion was expressed that with this and with strong fall product available, the outlook is very good. Recommendations for the future were given, although no immediate steps were announced.

Charles A. Smakwitz, zone manager; Ralph Crabill, Western division manager; James P. Faughnan, contact manager; Max Friedman, chief buyer; Gerald Atkin, zone director of exploitation, advertising and publicity, and Larry Lapidus, booker, participated in the round tables.

Lux Names Groups For Phil Fox Tribute

BUFFALO, Aug. 20.—Elmer F. Lux, chief barker of Tent No. 7, Variety Club of Buffalo, has appointed the following committee for the Phil Fox testimonial on Monday, Aug. 28 at the Transit Valley Country Club:

Jack Chinell, RKO; Harry Berkson, Monogram; Gus Basil, Basil Theatres; Tom Walsh, Comerford; Harry Berinstein, Ithaca; Abe Harris; M-G-M; Jim Fater, Columbia; Jack Bullwinkle, Columbia. Jack Mundstuk, M-G-M is in charge of reservations.

Fox now is manager of the Cincinnati Columbia branch, following many years as branch manager here.

M-G-M Radio Signs Three, Renews Five

The addition of three new affiliates and the renewal of five contracts for a second 26-week period is announced by M-G-M Radio Attractions here.

New stations to carry the M-G-M productions are WEIR, Weirton, W. Va., WCBA, Corning, N. Y., and WCAU, Philadelphia. Renewals have been signed by KXYZ, Houston; KGW, Portland, Ore.; KJR, Seattle; WLEE, Richmond, and WSOC, Charlotte.

Forms Video Film Studio

Anthony A. Termini, formerly with Paramount, has formed Video Film Studios here for the production of low-budget shorts for educational and television uses. John T. Mathews, formerly secretary-treasurer of Killingsworth TV Productions, will be in charge of sales and Lee May will head public relations.

'U' Sets Credit

(*Continued from page* 1)

revolving credit which entitles the company to $3,500,000 during the year ending May 31, 1951; $2,750,000 during the year ending May 31, 1952, and $1,750,000 during the period June 1, 1952, to June 1, 1953. The Universal notes representing borrowings under the revolving credit are secured by mortgages, assignments and pledges which create a first lien upon "U" pictures.

Additionally, the banks advanced to United World a total of $2,500,000 against three notes guaranteed by Universal, repayment to be made over three years in amounts of $500,000 annually, with the final payment a year later in the amount of $1,000,000.

Another advance to Universal, under the terms of a so-called Realart loan, was in the amount of $1,900,000 under three notes to be discharged in full not later than Dec. 1, 1952.

101 Drive-ins in Ohio, 18 in Cincinnati Area

Cincinnati, Aug. 20.—A spot-check shows that there are 18 drive-in theatres in the Greater Cincinnati and immediately surrounding area, with seven more within a 40-mile radius, all reporting good business. There is a total of 101 drive-ins in the state.

Prosperity Motif Seen by Tiomkin

The index of the Hollywood studios' employment of musicians has been rising in recent months and future prospects for such employment are "very healthy," according to Dimitri Tiomkin, veteran composer and director of music for motion pictures, who is here from the Coast.

This favorable aspect of studio music operations was viewed by Tiomkin as indicative of a sharper trend toward prosperity in the industry as a whole. He said the plans for future production which have been set up by many of the studios point to better days ahead for Hollywood musicians. These musicians have been hard hit economically in recent years, he said.

Tiomkin, who composed and conducted the music in "The Men," as well as many other pictures, is working at present on the scores for "Mr. Universe" and "Cyrano de Bergerac." He will return to Hollywood either Wednesday or Thursday, following a two-week business sojourn here.

Bigelow to Direct MGM Radio Series

Joe Bigelow, screen, radio and television writer and director, has been signed to an exclusive contract with M-G-M Radio Attractions to direct "The Story of Dr. Kildare," starring Lew Ayres and Lionel Barrymore, and "The Hardy Family," with Mickey Rooney, Lewis Stone and Fay Holden, both on transcription.

Managers' Drive

(*Continued from page* 1)

offer eleven of its top productions following requests of exhibitors over the nation for an increase of "A" productions, greater merchandising of product; and the continued operation of branch autonomy to supply films quickly to the theatres.

The branch leaders are: Albany, Jean Russ; Atlanta, Richard Ford; Boston, Sam Berg; Buffalo, Edward Jauch; Charlotte, J. Olin Mock; Chicago, Frank Young; Cincinnati, Bob McNabb; Cleveland, Frank Hunt; Dallas, Bill Williams; Denver, Carl Larson; Des Moines, Alice Weaver; Detroit, Jay Frankel; Indianapolis, Ken Dotterer; Kansas City, Bob Conn; Los Angeles, Elmer Youngs; Memphis, Leo Wintker; Milwaukee, Ray Schulz; Minneapolis, Glenn Roberts; New Haven, Sam Germain; New Orleans, Henry Harrell; New York, Alex Arnswalder; Oklahoma City, Jack Whelihan; Omaha, Regina Molseed; Philadelphia, Frank Kelly; Pittsburgh, O. J. Boyle; Portland, Carl Handsaker; St. Louis, Florence Patke; Salt Lake City, Clyde Blasius; San Francisco, Ugo Fratto; Seattle, James Brooks; Washington, Mrs. Sara Young.

Film Location Fees On Public Lands Earn U.S. $1,594

WASHINGTON, Aug. 20.—The Interior Department announced today that the Federal Treasury has profited by $1,594 from the filming of eight features on California and Utah public lands during the first six months of this year. Of the eight features, only one was shot in Utah.

The companies shooting were 20th-Fox, Universal, RKO-Radio, Columbia, M-G-M, Edward Small and Republic. Twelve films were shot on these lands in 1949, with payments to the Government of $1,903.

Warner Film Again Cited in *Record*

WASHINGTON, Aug. 20.—The *Congressional Record* carries a tribute to Warner Brothers by Senator Edward Martin of Pennsylvania in which he refers to "Fifty Years Before Your Eyes" as "a most unusual and significant film which stands out as a brilliant example of visual education in Americanism." This is the second mention of this picture in the *Congressional Record*, and is said to be the first film that has had commendation from both the Senate and the House of Representatives.

Arthur Blasts

(*Continued from page* 1)

"Francis," "Ma and Pa Kettle," "Cinderella," "Treasure Island," "Winchester .73," "My Friend Irma" and "Fancy Pants" are still being produced. These top-quality entertainments happily illustrate that all is not lost and that our industry is still very much alive and kicking. But these productions sadly are now in the minority. Were it not so, we should not now be wondering where our former grosses have wandered."

WB Marking Time

(*Continued from page* 1)

new picture company which would be formed and both common stock and debentures in the new theatre company in exchange for their holdings in the parent corporation.

Meanwhile, the government has agreed to a new 30-day extension of the deadline for Warner to dissolve its partnership in Atlantic Theatres, New Jersey circuit, until Sept. 21.

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Rank Sells Tatler Theatre; Winter Garden Bids Too Low

LONDON, Aug. 20.—The J. Arthur Rank Organization has sold the 690-seat Tatler Theatre in London's West End to Jacey Cinemas, a newsreel chain headed by J. C. Cohen. The house will be remodelled and switched to a newsreel policy.

Britain's first theatre television was staged in the house in 1939 by Isadore Ostrer. Purchase price was in the neighborhood of $200,000. Other Rank properties liquidated recently include Devonshire House, Piccadilly, originally intended as the home office; Imperial House, former headquarters of the Rank publicity department; Moor Hall, Cookham, color cartoon studio, and the Crouch End Hippodrome.

Rank was unsuccessful in disposing of the Winter Garden Theatre, Drury Lane, at auction, the bids not reaching the reserve price, and negotiations for the sale of the Tivoli, in the Strand, and the Super Cinema, Kensington, have not been completed.

Allport Due Here

(*Continued from page* 1)

been completed by the respective British and American technicians' committees as of now. Consequently, Allport's visit here is largely in the nature of a vacation trip combined with interim reports and conferences on the details of the remittance agreement which remain to be worked out.

Allport will return to London early in September to renew the work of the technicians' committees, with indications that no final draft is being looked for much in advance of Oct. 1, when the new pact is scheduled to become effective.

Lockhart Quits RKO

(*Continued from page* 1)

assumed on July 26, 1948, shortly after Howard Hughes acquired control of RKO, the company stated.

A management consultant, Lockhart became associated with the Hughes interests several years ago following service as operating vice-president of the management engineering firm of MacDonald Brothers, Inc., of Boston.

Lockhart's specific assignment at RKO was the "streamlining" of studio operations and placing them upon an economical basis. While at RKO, he was in complete charge of all phases of the physical operation of both the Gower Street and Culver City Studios. He will announce a new affiliation in the near future.

Allied, 3 Regionals

(*Continued from page* 1)

Motion Picture Theatre Association of Virginia, has informed Mayer that a Virginia State war activities committee, to be formed within the next two or three weeks, will be prepared to work with COMPO on the industry's liaison program with the War Department and government agencies.

Christmas Seal Trailer

HOLLYWOOD, Aug. 20.—The Paramount studio has completed production of the 1950 Christmas Seal trailer, which features Ray Milland making the annual appeal. The trailer will be attached to the newsreels of all five companies for December release.

Advisory Unit

(*Continued from page* 1)

this year by MPAA president Eric Johnston to help producers of foreign films find wider markets in this country.

The report notes that 43 film producers or their representatives from 18 countries have thus far come to New York at their own expense to study the nature and scope of the project. Not included in the figure are four film industry officials from Italy and France, who came here at the Unit's invitation to serve as permanent liaison members.

Half from France, Italy

Of the 43 foreign film representatives who have been to New York for meetings with Kreisler, 24—more than half—have come from Italy and France. The preponderance of response from these two countries is attributed to the fact that tangible commercial benefits have already accrued through the Unit to French and Italian feature product.

Other countries which sent emissaries to New York for Advisory Unit consultations include Argentina, Mexico, Canada, Austria, Sweden, Denmark, Norway, England, Ireland, Germany, Switzerland, Egypt, Israel, Turkey, India and Siam.

In addition to the personal visits, the report points out, the Unit has received a total of 22 written inquiries from producers in 11 other foreign countries, asking for details and information on the assistance program.

The report adds that during this period, five foreign pictures—four Italian and one French—were presented to the Unit for trade showing in New York. This is one of a number of services offered gratis by the Unit. "As a result of these screenings, American distribution rights for three of the pictures were quickly negotiated, with favorable terms to the parties involved," it was disclosed. It is significant, Kreisler observed, that producers of two of the pictures for which successful contracts were concluded had called on the Unit's facilities after initial attempts to market the films here had failed.

Primary function of the Unit, which is under the supervision of John G. McCarthy, MPAA vice-president in charge of international affairs, is to make available to foreign producers the information, knowledge and merchandising experience needed to help them to increase audiences for their films in the U. S. Its objective is to spur the importation of more foreign motion pictures to America, thereby helping their producers and, in the process, helping to stimulate the flow of dollars to film-producing countries abroad.

A Unique Project

Commenting on the Unit's activities, Nathan D. Golden, chief of the Motion Picture Division of the U. S. Department of Commerce, wrote the Unit: "The motion picture industry is the only one on record as an industry which is assisting foreign competitors to merchandise their product in this country."

Kreisler said that later this year film producers from Sweden, Germany, Argentina and Mexico will send official delegates to New York on Advisory Unit missions. These delegates will serve in a liaison capacity with producer colleagues in their own countries—a relationship which is said to be showing results.

"The Advisory Unit has made good headway in its first half year," said Kreisler's report. "While the area of assistance has thus far been limited, the worldwide interest expressed in the project augurs increasing use of the Unit's services by overseas producers."

NEWS in Brief . . .

L. A. HOLLINGSWORTH, formerly New York staff member of the Associated Press and United Press has been appointed public relations director of WPIX, New York *Daily News* television station. He succeeds Frank Young who has resigned.

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San Francisco, Aug. 20.—Harold Citron, North Coast Theatres general manager, and Lester Blomberg, secretary, arrived here over the weekend from Los Angeles for a week's meetings with the circuit's local staff.

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OTTAWA, Aug. 20.—Famous Players Canadian Corp. has declared a 25-cent dividend for the quarter ending Sept. 30 on its common shares, payable Sept. 23 to shareholders of record on Sept. 8.

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CLEVELAND, Aug. 20.—Harry Weiss, formerly local 20th-Fox exploiteer and salesman for Eagle Lion for the past year, replaces Ray Wild as RKO Radio salesman.

New Rank Film Here

"Madeleine," a new picture from the J. Arthur Rank Studios in England, will have its American premiere at the Park Avenue Theatre in New York on Thursday, Aug. 31. The film stars Ann Todd. "Madeleine" was produced by Stanley Haynes and directed by David Lean. It is being rereleased in the United States by Universal-International.

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VOL. 68. NO. 36 NEW YORK, U. S. A., TUESDAY, AUGUST 22, 1950 TEN CENTS

Calls on All to Sign Affidavit As Non-'Reds'

All Unions and Guilds Asked to Folo SDG Move

HOLLYWOOD, Aug. 21.—The Screen Directors Guild discloses a decision has been made by its board of directors to include a non-Communist affidavit as an integral part of all applications for membership. Notification to this effect has been mailed to the present membership.

The board, all of whose members had previously signed affidavits, expect the complete SDG roster to do likewise.

SDG vice-president Albert S. Rogell, issuing the announcement, said, "We, as representatives of one of the world's greatest industries, must make our position known to America and to the world on behalf of this industry. We sincerely hope and know that all guilds, unions and other motion picture organizations and affiliates will follow our move."

3 Years Added for W.B. Partner Split

The Department of Justice has agreed to give Warner until July 1, 1953, to break up its partnership in Atlantic Theatres, New Jersey circuit of 15 houses with provision that the company may retain only six of the houses as fully-owned when the dissolution is effected.

The split was due several months ago but the Department has been consenting to various extensions of one-month duration. The time allowance of close to three years now was brought about when it was made clear that Warner has been making full effort to terminate the divided

(Continued on page 3)

O'Brien Calls for Anglo-U. S. Amity

LONDON, Aug. 21.—Honored here on the occasion of his 50th birthday and his 31st with the industry, Tom O'Brien, head of the National Association of Theatrical and Kine Employes and a Member of Parliament, revived his appeal for the creation of an International Films Council.

He said he had invited Richard F. Walsh, president of IATSE, and leader of European theatrical unions to

(Continued on page 3)

Paul Lazarus, Jr., In Columbia Post

Hollywood, Aug. 21.—Paul Lazarus, Jr., who recently resigned his top executive post at United Artists home office, has been appointed Columbia studio representative attached to the New York home office, it was announced today by Harry Cohn, Columbia president.

Lazarus, who arrived here today accompanied by Columbia vice-president Nate Spingold, will remain several days for studio conferences before returning to New York to assume his new duties. Last Friday, *Motion Picture Daily* forecasted Lazarus' Columbia affiliation.

NY 1st-Run Grosses Big; 'Stella'-Berle, 'Sunset' Far Ahead

Business at many of New York's first-runs continues to make impressive gains with the overall figures for the current week at a strong level. Heavy rain Saturday through Sunday failed to keep the customers at home; they were out in force and the happy consequence was the appearance of the S.R.O. shingle at many situations.

There's no let-up in business at the Music Hall where "Sunset Boulevard"

(Continued on page 3)

Participation Deals, Stories Are Wald-Krasna's Keystones

Story material "tailored" to fit specific stars and participation deals to provide an incentive for creative workers will be the keystone of the operating policy of the new Jerry Wald-Norman Krasna producing company, which signed a five-year deal calling for 12 pictures annually, with RKO recently.

The two were the luncheon guests, with trade press representatives, of Ned E. Depinet, RKO president, at the 21 Club here yesterday. They will be in New York for a week discussing production plans with RKO officials and examining story possibilities.

Wald and Krasna revealed that they have acquired the rights to the title of John Phillip Sousa's march, "The Stars and Stripes Forever," which will be used by them for a picture about the USO and for which an all-star cast is planned.

They also plan an all-star produc-

(Continued on page 8)

Ewing and Golding At 20th-Fox Tribute

Federal Security Administrator Oscar Ewing and Attorney-General Nathaniel L. Golding of New York State will head the list of speakers at the luncheon tomorrow at the Ritz-Carlton Hotel here sponsored by six public affairs organizations as a tribute to 20th Century-Fox for the Dar-

(Continued on page 8)

Exclude Films In US Price Control Bills

Admissions and Rentals Favored by Both Houses

WASHINGTON, Aug. 21.—Theatre admissions and film rentals are virtually certain to be exempted from any price controls put into effect under the pending economic control legislation.

The Senate late tonight was headed toward final passage of a bill which specifically exempts from price controls any motion picture rentals and theatre admissions.

As of a late hour, no amendment had been offered to change this provision, and none seemed likely to be offered. Since the provision in the Senate bill is identical with one in the bill passed by the House, the provision must remain in the final compromise House-Senate measure.

Both House and Senate bills also exempt advertising rates from any price controls.

The measures would authorize the President to put into effect broad controls allocating scarce commodities, curbing consumer credit and taking other steps.

Reade Halts Talks With RKO on Split

Negotiations looking to the break-up of RKO's partnership with Walter Reade in the operation of Trenton-New Brunswick Theatres has come to an abrupt halt with Reade deciding to discontinue the talks.

RKO's aim was to buy out Reade and the estate of Frank Storrs which Reade, represents reportedly at a cost of about $1,500,000.

Meanwhile, the decree is scheduled

(Continued on page 8)

Allport Defers Trip; Pact Talks Continue

F. W. Allport, London manager for the Motion Picture Association of America, has postponed to an indefinite date his visit to New York, originally scheduled for this week, to report on progress of the British and American technicians' committees in working out details of the new Anglo-U. S. remittance agreement.

The first joint meeting of the tech-

(Continued on page 3)

Intensify Drive to Show More U.K. Films in Canada

OTTAWA, Aug. 21.—It is understood here that as part of the drive to permit Britain to earn more Canadian dollars with which to pay for purchases in this country, more United Kingdom films will be shown in Canadian theatres henceforth.

While such a policy has been indicated from time to time since the British exchange problem became serious, there have been complaints that it was not being carried out as rapidly as possible, British films appearing on Canadian screens on a very limited scale in most theatres. However, now the report persists that the effort to show more British films will be greatly intensified, restricted in scope solely by the limits of supply of films from British sources.

It is believed that this encouragement to the British film industry will

(Continued on page 8)

Republic Liquidates Dividend Arrearages

A dividend of 50 cents per share on preferred stock, representing the regular 25-cent dividend and a 25-cent dividend on account of the unpaid arrearages on said stock was declared here yesterday by the board of directors of Republic Pictures. The dividend is payable on Oct. 1, to stockholders of record at the close of business on Sept. 11.

Since the first of the year, Republic has liquidated the dividend arrearage of 25 cents on the preferred stock.

Syd Gross Is Leaving ELC Ad Position

Syd Gross, co-director of advertising, publicity and exploitation for Eagle Lion Classics, shortly will leave that company, it is understood, having resigned. He joined ELC when the now dormant merger of Film Classics and Eagle Lion went into effect on June 12. Gross headed the advertising-publicity-exploitation department of FC. He was responsible for the campaigns on that company's "Lost Boundaries" and "Not Wanted," the former being among the first to stress the Negro theme in a feature production.

Prior to joining Film Classics Gross was director of advertising and publicity for the Rivoli Theatre on Broadway. He served with the industry's War Activities Committee. Befor entering the industry, he was a New York newspaperman for 13 years.

Schaefer Estimates $3-Million For 'Men'

George J. Schaefer, general sales manager for Stanley Kramer Productions, yesterday advised the producer that "The Men," currently in release by United Artists, "may conservatively expect to gross $3,200,000, giving it almost a million more domestic than either 'Champion' or 'Home of the Brave'," also Kramer UA releases, that company states.

The estimated was predicated on the basis of first key city returns and circuit bids for the Marlon Brando-Teresa Wright starrer. Loew's has ticketed the Kramer hit for its metropolitan New York and 50-city cross country circuit. Chicago is set for an August 30 opening.

In its three-week run at New York's Radio City Music Hall, "The Men" showed a box-office take of over $380,000, returning to the producer around $125,000—one-fourth the picture's cost, UA added.

Williamson, Adams Transferred by WB

Ed Williamson, Warner branch manager in Memphis, will be transferred to head the company's office in Dallas, with Vernon Adams, Dallas branch manager transferred to Memphis, according to an announcement by Ben Kalmenson, the company's vice-president in charge of distribution. Changes will become affective next Monday.

King Going to Palestine

HOLLYWOOD, Aug. 21.—Twentieth Century-Fox production chief Darryl F. Zanuck has assigned directorial reins on the Philip Dunne screen story, "David and Bathsheba," to Henry King. Gregory Peck will be starred. The picture will be filmed in Palestine and King will fly there to select location sites and set up his pre-production plans immediately after the first preview on his recently completed "I'd Climb the Highest Mountain."

Personal Mention

RICHARD F. WALSH, IATSE international president, and the union's other executives who attended the biennial convention in Detroit, are due to return to "IA's" headquarters here today.

•

FLOYD ODLUM, president of Atlas Corp., and ELIZABETH TAYLOR and her husband, CONRAD HILTON, JR., arrived here from England yesterday aboard the *S. S. Queen Elizabeth*.

•

MR. and MRS. LOUIS B. MAYER and MR. and MRS. CLARENCE BROWN have returned to Los Angeles from a week's stay in San Francisco.

•

DON KRANZE has moved from the production staff of Laurel Films' "Mr. Universe" to the company's permanent staff here.

•

JAMES STEWART, MRS. STEWART and BETSY DRAKE will sail for Europe aboard the *S. S. Queen Elizabeth* today.

•

EDWARD SAPINSLEY, Malco Theatres executive, will represent the industry in the Memphis Community Chest campaign this autumn.

•

ROBERT MCCONAGHAY, formerly of Fox West Coast, has purchased the Palace Theatre in Tiltonsville, O., from CHARLES LARGE.

•

ANDRE PREVIN, M-G-M studio composer, will report on Sept. 1 for active duty with the California National Guard's 40th Division.

•

W. WARD MARSH, *Cleveland Plain Dealer* motion picture editor, is on his annual Hollywood visit.

JAMES R. GRAINGER, Republic distribution vice-president, left here last night by plane for Chicago and the Coast. He is due back in New York on Sept. 11.

•

ERIC A. JOHNSTON, Motion Picture Association of America president, will leave Washington at the weekend for his home in Spokane, where his daughter, HARRIET, will be married Sept. 9 to WILLIAM C. FIX.

•

KEITH GOLDSMITH, home office representative for Universal International in South Africa with headquarters in Johannesburg since May, 1947, and previously U-I's manager in India and Trinidad, is in New York for a reassignment of duties.

•

HARRY JOE BROWN, Columbia producer; RALPH MURPHY, director, and actor LOUIS HAYWARD are en route to England from Hollywood on a production assignment.

•

GORDON YOUNGMAN, RKO vice-president and general counsel, is in New York from the studio for a week's vacation.

•

RICHARD BROOKS, M-G-M director, is back in Hollywood from a 16,000-mile tour of Italy and North Africa.

•

HOWARD STRICKLING, M-G-M studio publicity head, has left Hollywood for a Canadian vacation.

•

MAURICE KALLIS, Universal-International studio advertising art director, is here from the Coast.

•

HARRY THOMAS, producer, has been in New Orleans from Hollywood.

State Dept. Blamed For Red Film Deal

COLUMBUS, O., Aug. 21.—Declaring that the U. S. State Department had been "high pressuring the film industry" to send American films to Russia, P. J. Wood, secretary of the Independent Theatre Owners of Ohio, said Eric Johnston and leaders of the industry "could clear the skirts of the industry" by "placing the blame where it rightfully belongs—in the State Department."

Wood has not received a reply to the wire he sent to President Truman earlier this month, protesting the agreement to send American films to Russia and its satellites. He said he is fearful that the protest has "bogged down somewhere in State Department red tape." He said he had protested to the State Department at the start of negotiations for the agreement but "they were evasive."

Schneider to Europe On Warner's Plans

Samuel Schneider, Warner Brothers vice-president, will sail aboard the *S.S. Queen Elizabeth* tonight for London and Paris to discuss the company's current and future plans in England and France. He will be gone a month. Mrs. Schneider will accompany him.

Capitol Will View 20th-Fox's 'Farewell'

WASHINGTON, Aug. 21.—A special screening for top Washington officials of "A Farwell to Yesterday," 20th Century-Fox's picturization of the events of the past decade, will take place on Wednesday (23) at the Hotel Statler here.

Invited guests will include members of Congress, the President's Cabinet, military and naval leaders and top officials of the State Department. The screening was arranged at the request of Spyros P. Skouras, president of 20th Century-Fox. Edmund Reek, producer of the Movietonews feature, will be host at the screening.

Drive-in Explosion Injures Paul Longo

BOSTON, Aug. 21.—A gas explosion leveled the building housing the projection, administration and concession parts of the Medford Drive-in Theatre in Medford, early last evening, critically injuring Paul Longo, owner.

Longo was rushed to Lawrence Memorial Hospital in Medford for treatment of burns. Fire Chief John J. E. Gorham of the Medford Fire Department said the damage from the explosion and fire would exceed $15,000.

Mildred Early, Coast Office Manager of QP

HOLLYWOOD, Aug. 21.—Funera services will be held here Wednesda afternoon at the Church of the Reces sional, Forest Lawn, for Mildred S Early, office manager of Quigley Pub lications' Hollywood Bureau for th past 22 years, who succumbed to heart ailment yesterday morning a Hollywood Presbyter Hospital.

Entering the busines eld as a sec retary and script girl at First Nation al Studios in New York, Miss Earl had come to California to continu in that line at the original Metro stu dio here, changing over to the offic management of the local Quigle headquarters in 1928.

The heart condition was of lon standing and worsened early this sum mer, requiring hospitalization a fort night ago. Her mother, Alice L.; he father, William J., and a brother, Wil bur J., survive. Interment will be i Forest Lawn.

Connett Opens New Offices in the South

NEW ORLEANS, Aug. 21.—Ma Connett, owner of a circuit of 12 th atres in Mississippi, with headquarte in Newton, Miss., will open a buyin and booking office on Sept. 4. Th new headquarters will be in the Li pert-Screen Guild exchange with Co nett at the helm and Sammy Wrigl as his assistant, the latter having r cently resigned as territory salesma with M-G-M. Connett is also inte ested in a number of drive-ins, Louisiana, for which he will also bu and book.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
'SUNSET BOULEVARD'
William Holden • Gloria Swanson
Erich Von Stroheim
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

THE FURIES
A HAL WALLIS Production
Starring BARBARA STANWYCK
WENDELL COREY WALTER HUSTON
A Paramount Picture
PARAMOUNT TIMES SQUARE
IN PERSON THE MILLS BROS. AL BERNIE EDDIE FISHER
Extra! BOBBY BYRNE And Orchestra
Midnight Feature Nightly

no way out
20th CENTURY-FOX
RIVOLI
B'WAY at 49 St.
Scientifically Air Conditioned
Doors Open 10:00 A.M.

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V.B. Partner Split

(Continued from page 1)

nership but was unsuccessful be-use of Atlantic's complex corporate -up. The expiration of some of the cuit's property leases in July, 1953, ll simplify the partnership break.

Meanwhile, the deadline for 20th entury-Fox to terminate its partial terest in Fox Western Montana heatres, circuit of three houses in utte, has been extended 30 more ys, to Sept. 21. The same com-ny's min[illegible] holdings in Golden ate-T. a[illegible]. Enterprises are to come to an end today with 20th-ox acquiring 16 theatres as wholly-wned in exchange for its stock, gured at about 26 per cent.

wo Adverse Bills ail in Massachusetts

BOSTON, Aug. 21.—Two bills un-vorable to the motion picture indus-y failed of passage during the ses-on of the Massachusetts Legislature hich just ended. They were a drive- bill, which reached neither the louse nor Senate floor, and the Day-ght Saving Time Bill, which also ed in committees of both houses.

The former measure sought to pre-nt construction of drive-in theatres ithin 1,000 feet of churches, residen-al neighborhoods and schools, while he latter was designed to extend Day-ght Saving from September to October.

Vernon Caldwell of Disney Found Dead

HOLLYWOOD, Aug. 21.—Funeral ervices for Vernon Caldwell, 53, pub-c relations director of the Walt Dis-ey Studio for the past 11 years, will e held tomorrow afternoon at Pierce Brothers Valley Chapel at Van Nuys. He was found dead at his home Fri-ay evening. A brother, Dwight, urvives.

Ewald Boecking, 55

Services were held in Great Kills, Staten Island, yesterday for Ewald Boecking, 55, inventor and mechanical ngineer employed by Century Projec-or Corp., who died on Thursday. In 946 he invented an improved driving nd synchronizing mechanism for mo-ion picture projectors. The widow, daughter, four brothers and two sis-ers survive.

ABC Nets $180,000

American Broadcasting yesterday eported net earnings of $180,000 for he six months ended June 30, 1950, qual to 11 cents per share on the ,689,017 shares of outstanding stock. This compares with a loss of $46,141 eported for the first six months of 1949.

WARNING!

Simpex Co. Inc. announces that it is the *sole owner* of distribution rights to the motion picture, "THERESE MARTIN," also distributed under the title, "THE LITTLE FLOWER," for the United States, Cuba, Venezuela, Colombia and Mexico. Said motion picture was produced by Atlantic Film of Paris, France, stars Irene Corday, Lucien Galas and Madeleine Soria Aimos, was directed by Maurice de Canonge and written by Henri Dupuy Mazuel and Maurice Gleize. Any exhibition or distribution by persons without written authority from Simpex Co. Inc. constitutes a violation of its property rights and will be prosecuted to the full extent of the law.

All outstanding prints must be reported and returned to Simpex Co. Inc., 1564 Broadway, New York City.

Legion of Decency Ratings Posted by Albany Churches

ALBANY, N. Y., Aug. 21.—Legion of Decency ratings for pictures playing Albany theatres this weep appeared in signs posted on Sunday at entrances to local Catholic churches.

The project, in which the Albany chapter of the International Federation of Catholic Alumnae cooperates, has been discussed with the Most Rev. William A. Scully, Coadjutor Bishop of the Albany diocese and chairman of the Bishop's Committee on Motion Pictures, and with local Legion of Decency officials.

Four classifications are employed: family, adults, dangerous, and condemned. Colors are used for each.

No down town houses have "family" feature films for bills opening Wednesday.

Says Color Does Not Threaten Telecasters

MEXICO CITY, Aug. 21.—Asserting that the Mexican government is rendering all possible aid to the establishment of regular commercial television in Mexico, the Ministry of Communications and Public Works, which controls all radio and video in this country, branded absurd reports here that the use of color in TV broadcasts would deprive telecasters of their franchises. The Ministry said the government has favorably viewed TV color experiments that have been conducted in Mexico since 1945.

Lippert Will Start Three in September

HOLLYWOOD, Aug. 21.—Three of Lippert Productions' new season's program of 12 pictures have been given the green light for September filming by executive producer Murray Lerner.

First to go will be "Bandit Queen," set for a Sept. 6 start. Martha Vickers and Preston Foster have been cast with William Berke producing and directing. Following this will be two action features to be filmed in the new three-color Cinecolor: "Massacre," starting Sept. 15, and "The Dalton Gang's Last Raid," starting Sept. 22. Both will be produced by Sig Neufeld and directed by Sam Newfield on location in Utah.

Sugarman Named to U-I Foreign Post

The appointment of Harold Sugarman to the executive sales staff of Universal-International's Continental supervisor Harry Novak has been announced here by Al Daff, head of the company's foreign operations. Sugarman will leave for Paris at the weekend. He has been a member of U-I's foreign organization for a number of years.

Interstate Slates Three

ATLANTA, Aug. 21.—Interstate Theatres of Thomasville, Ga., will start construction soon in Meigs of a new theatre to replace the Palm, which was destroyed, it is reported by Nat Williams, president. Additionally, he said, the company will start immediately to build a 600-seat house to replace the one in Pelham, Ga., which was also destroyed. A 500-car drive-in has been started by the company in Quincy, Fla.

Three New Films Are Rated 'B' by Legion

Three new films out of a total of five have been classified "B" by the National Legion of Decency. They are: RKO Radio's "The Outrage," Columbia's "The Petty Girl," and Monogram's "The Silk Noose."

Paramount's "Fancy Pants" was placed in Class A-I, and Universal-International's "The Desert Hawk" received an A-II rating.

Saturation for 'Flags' Developing in South

ATLANTA, Aug. 21.—Divisional headquarters here of 20th-Fox disclosed today that 270 bookings of "Two Flags West" have already been set for the saturation release campaign to take place in territories covered by the six Southern exchange centers. A record 400 prints of the film will be supplied the area, which is serviced by the exchanges of Atlanta, Charlotte, Dallas, Memphis, New Orleans and Oklahoma City.

Harry Ballance, division chief now huddling with 20th Century-Fox executives on the West Coast, is making plans for the Atlanta world premiere on October 12, which will feature many Hollywood stars.

Grovas Acquires 21 Foreign Productions

MEXICO CITY, Aug. 21.—More Spanish and Italian pictures are available for Mexico, J. Grovas, president of Cinematografica Grovas, distributor of Mexican and European pictures, having brought back with him from Europe four Spanish and 17 Italian pictures, which his firm will release this summer and fall.

Krumm to Realart New Orleans Branch

The appointment of Henry Krumm as Realart's general manager of the New Orleans exchange, has been announced by Ernie Landaiche, Realart's New Orleans franchise holder, it was learned here.

Krumm was formerly branch manager for United Artists in New Orleans.

New Dickson Projects

DICKSON, Tenn., Aug. 21.—Construction of a new 900-seat theatre has been started here by the Dickson Theatre Co. of which Helen Bruster is president and general manager. Plans are in work, additionally, for a 400-car drive-in theatre near here to open next spring.

O'Brien Calls

(Continued from page 1)

consider holding a meeting in London or Paris for the purpose of enunciating a policy in the future of the world's film industry. He wants employers, too, to join in the meeting.

Attributing most of the British film industry's ills to its "isolationism," O'Brien called for a better understanding with the U. S. industry.

NY 1st-Run Grosses

(Continued from page 1)

continues to make box-office history. Accompanied by the stage presentation, "Sunset," which is now in its second week, is matching the first week's income dollar for dollar, day by day. The record-breaking initial week's take of $166,000, biggest non-holiday week on the books, is likely to be reached in the current second stanza.

"Three Little Words" is an important box-office performer at the State, where the second week's income is likely to reach $34,000.

Rivoli Perks Up

Strongest attraction the Rivoli has had in many months is "No Way Out," which is likely to provide the house with a prosperous first-week's take of about $37,000. "Stella," with Milton Berle and his television revue on stage, is tremendous at the Roxy. The best in over a year for the house, the Roxy combination may reach $120,000 in the first week.

"The Furies," with the Mills Brothers and Bobby Byrne's orchestra on stage at the Paramount, is headed for an estimated $63,000 in a good first week. "The Petty Girl," with Gene Krupa's orchestra and Connie Haines on stage, is helping a gross of about $54,000 in its first week, which is also good business; next at the Capitol will be "Summer Stock," with the date yet to be set.

Treasure for 'Island'

"Treasure Island" got off to a good start at the Mayfair, where the first week's take is estimated at $36,000. At the Globe, "The Torch" is fair enough with an estimated $16,000 figure for the initial stanza.

"Our Very Own" is holding up well at the Victoria, which looks for about $22,000 in a fourth week. "Edge of Doom" is slipping at the Astor, with about $13,000 indicated for a moderate third week. "Kiss Tomorrow Goodbye," with Toni Harper, the Lind Brothers and Billy Vine on stage is continuing at a very good clip at the Strand, where an estimated $42,000 is in view for the third week, and it stays on.

"Abbott and Costello in the Foreign Legion" promises to do about $10,000 in a modest second and final week at the Criterion; replacing it on Friday will be "The Desert Hawk."

Allport Defers

(Continued from page 1)

nicians' groups for both sides, held in London late last week, revealed considerable disparity in regard to the bonus percentages to be paid to the American companies. Final agreement now is not expected until late next month.

FOR A BETTER VACATION!
It's the CAMPUS, of course.
NEW DELUXE CABINS and COTTAGES . . . FINE FOOD . . . A SNACK OR A MEAL . . . GOLF . . . TENNIS . . . SWIMMING . . . RIDING . . . TROUT FISHING . . . GAMES . . . MOVIES . . . CONCERTS . . . AND OUR NEW CAMPUS PLAYHOUSE.
— Rates —
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SPECIAL 10% DISCOUNT TO FILM INDUSTRY MEMBERS WHO SEND IN OR PRESENT THIS AD!
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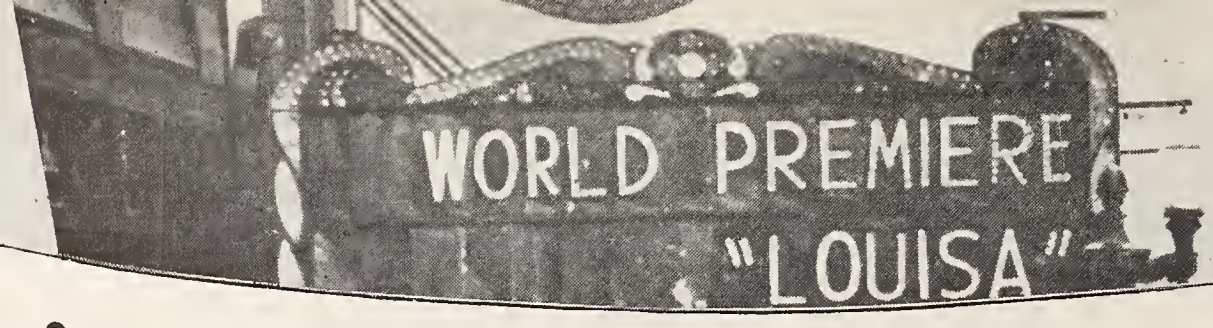

'Louisa' Huge $70,000, Chi; a

VARIETY Wednesday, August 16, 1950

4 ★★★★ CHICAGO DAILY NEWS, Saturday Aug. 12.

20,000 Jam The Chicago For 'Louisa'

Extra traffic policemen were called to the Chicago theater Friday to handle the crowds waiting to see the world premiere of the movie "Louisa."

The crowd extended four and six abreast north in State st. to Lake st., east to Wabash av., then south almost to Randolph st.

"I don't get it," John Balaban, B & K president, said. "There isn't any sex, no violence, no crime in the picture. It's a home movie."

Whatever the reason, more than 20,000 paid to see the movie Friday.

PREDICTED!

Trade papers, film buyers, exhibitors and movie fans all predicted that LOUISA would prove to be the top family picture of the year.

First fifteen test engagements, backing up the tremendous record-breaking World Premiere business at the Chicago Theatre, Chicago, proved these predictions 100% correct.

THERE HAS BEEN NOTHING LIKE IT SINCE 'THE EGG AND I.'

"Louisa" is the Box-office Gal of the year!

ASK THE EXHIBITOR WHO PLAYED IT!

UNIVERSAL-INTERNATIONAL presents

Louisa

Starring

Ronald REAGAN · Charles COBURN · Ruth HUSSEY

Edmund GWENN · Spring BYINGTON

with Piper LAURIE · Scotty BECKETT

Story and Screenplay by STANLEY ROBERTS

Directed by ALEXANDER HALL · Produced by ROBERT ARTHUR

Universal International

3 BOXOFFIC

GET PLAYDATES NOW AT YOU

KNOCKOUTS!

NEAREST REPUBLIC EXCHANGE!

Ontario Emergency Shipping Threat

Toronto, Aug. 21.—Because of the threatened general railway strike across Canada film distributors here have worked out a system for the handling of film shipments in co-operation with the Motion Picture Theatres Association of Ontario. Instructions were sent to more than 200 theatres and circuits for the relaying of prints by special highway transport or automobiles independent of the railroads.

Wald-Krasna

(*Continued from page* 1)

tion, tentatively titled "Arrival and Departure," to be made with the Actors Company of La Jolla, Cal., of which Wald is chairman of the board. The company includes such stars as Gregory Peck, Rosalind Russell, Charles Boyer, Henry Fonda, Jose Ferrer, Dorothy McGuire and others, who have indicated a willingness to make participation deals. With others, they are endeavoring to raise a $1,000,000 fund for the Actors Co. and have already set a $25,000 radio deal and have considered but put aside a television project.

The latter production is in addition to the nine properties announced by Wald and Krasna in Hollywood last week.

Cites Freelance Pool

The biggest talent source available to producers today is in the freelance pool, Krasna said. No single studio can compete for it but it is obtainable by producers who have story material tailored to the stars' talents and who are prepared to offer them the incentive of participation deals.

"Many already have expressed willingness to join us on that basis," he said, "and in every case they are the ones we want."

Wald and Krasna indicated that their own deals with RKO are on a similar basis. "We will take a fraction of the salary we could get elsewhere for a share of the profits in the pictures we make."

While their pictures will carry the Wald-Krasna trade-mark, they will not give themselves production credits on the screen, they said. "We don't think our names sell tickets. The material is the thing."

"No Washed-up Stars"

Wald said he learned from Jack L. Warner a great deal about production; he was taught to give young people and new ideas a chance, and that there is no such thing as a "washed-up star." A star always has box-office value if the right role is found. He credited Warner with giving Darryl Zanuck, Hal Wallis and himself (Wald) "a chance."

One of their aims, they said, will be to break down the East-West "iron curtain" and effect smoother planning and working between the two centers.

They hope, they said to inject enthusiasm as well as novelty into their productions and "if we succeed, we will have helped other producers and the industry. Successful pictures are good for all of us."

"Today," Krasna said, "the picture-going habit alone is not enough. We can no longer sell a schedule of 40 pictures. They must be made and sold individually, and on a basis so economical that everyone has a chance to share in the profits. We think our participation deals will make that possible."

Wald said that they have signed one 15-page contract with RKO but that another "200-page one" is still in the drafting process. Both commended Howard Hughes, RKO production chief, for looking with favor upon their plans and "giving us the chance we have dreamed about for 20 years of making pictures the way we think they should be made."

Hughes told us, they added, that all he wanted from us was good pictures.

RKO officials at the luncheon in addition to Depinet included Robert Mochrie, sales head; Gordon Youngman, vice-president and general counsel; Phil Reisman, foreign distribution head; S. Barret McCormick, advertising-publicity director, and Rutgers Neilson, publicity manager.

Reviews

"Mister 880"

(*20th Century-Fox*)

LITTLE was heard of "Mr. 880" before 20th Century-Fox sneak-previewed the production at the Academy of Music in New York the other night, but we promise much will be heard in praise, 'cause this is solid, human entertainment, devoid of lavishness and enlivened by a character performance by Edwin Gwenn which is superb. Paraphrasing the oldie, he is "worth the price of admission alone."

This production is not an "epic." It is not a "spectacle." It is not "colossal." It is just plain enjoyable. Our observations in this connection were verified by the reactions of a large Metropolitan audience, at the preview.

For marketing purposes, Mr. Exhibitor, the title gives you nothing. What means "Mr. 880"? But, corral your first patrons, and then watch the word-of-mouth buildup. Actually, the title comes from the case number of the Treasury Department files on Gwenn.

The story is about a crime committed by a person who is not a criminal, *per se,* Gwenn, who has a little print-press and a plate from which he prints phony one-dollar bills, which he spends to treat the kids in the neighborhood, taking them to Coney Island, etc.

The Treasury Department diligently traces the phony bucks over a long period, aided and abetted by expert sleuth Burt Lancaster, who, during his pursuing, meets and falls in love with Dorothy McGuire, a resident of the tenement in which Gwenn has his "Cousin Henry"—the press from which he gets the single-dollars to spend benevolently.

Old Gwenn, apprehended, and in full submission before a Federal Judge, is attested by neighbors as being a kind, thoughtful person who was not a fifty-buck counterfeiter, but one who made "Cousin Henry" work for the neighborhood. He was sentenced, of course, to the "pen" but was given a minimum because of the pleadings of neighbors, and Secret Service Man Lancaster and fiancee Miss McGuire. The romance between Lancaster and Miss McGuire is refreshing.

Edmund Goulding directed, most efficiently. The same may be said of Julian Blaustein's production. The screenplay is tops, as would be expected, coming from Robert Riskin, based on an article in the *New Yorker* written by St. Clair McKelway. Others in the cast are: Millard Mitchell, Minor Watson, Howard St. John, Hugh Sanders, James Millican, Howland Chamberlain, Larry Keating, Kathleen Hughes, Geraldine Wall, Mervin Williams, Norman Field, Helen Hatch, Robert B. Williams, Ed Max Wilcox and George Adrian. All do a commendable job.

Running time, 90 minutes. General audience classification. October release.

JAMES P. CUNNINGHAM

"Born to Be Bad"

(*RKO Radio*)

THE picture's title aptly characterizes Joan Fontaine as an unscrupulously ambitious young lady whose selfish pursuits disrupts many a life. The best selling point about the picture is its strong cast which also includes Robert Ryan, Zachary Scott, Joan Leslie and Mel Ferrer. The story line is one which develops along familiar ways.

Miss Fontaine enters the scene just about the time Miss Leslie is to be married to Scott, a wealthy socialite. Her avaricious eye set for Scott, Miss Fontaine goes about separating him from Miss Leslie by subtle suggestion and innuendo. It happens that Miss Fontaine is also attracted by Ryan, a young novelist of muscular ways and manners. But she decides finally to marry Scott. Highly skilled in fraud and pretense, Miss Fontaine's marriage is scarcely a successful one. One day she decides to meet Ryan again at his apartment, whereupon he realizes what she is and forthwith casts her out. In the meantime Scott learns the bitter realities about Miss Fontaine and also shows her to the exit. Thus the way is paved for Scott to reunite with Miss Leslie.

The screenplay by Edith Sommer assumes a humorous finale as it shows Miss Fontaine going on and on from conquest to conquest. Ferrer, as a sort of Bohemian artist, keeps popping in and out of scenes welcomely, adding touches of mirth. Robert Sparks produced and Nicholas Ray directed.

Running time, 94 minutes. Adult audience classification. For September release.

MANDEL HERBSTMAN

NCCJ Honor for 'Stars'

Marking the third film to be singled out for special honors in the past four years, the National Conference of Christians and Jews has selected "Stars in My Crown," M-G-M, for an official citation of merit. Dr. William Lindsay Young, vice-president of the National Council, has formally presented the citation to William H. Wright, producer of the film. The honor also marks the third citation for the film in the past two weeks, *Parents Magazine* having made one.

Short Subject

"As Russia Sees It"

(*March of Time—20th-Fox*)

A highly informative and analytical study of the operation of the Russian mind is brought to the screen in the latest March of Time subject.

It evaluates the opportunities for conquest as Stalin sees them, and shows why the Russians chose to take action now in Korea rather than elsewhere. The subject also points out that Stalin was taken by surprise by America's counter-aggressive measures in Korea, but that he welcomed the chance to test his weapons against those developed in America. It also shows the mobilization of the United States and action taken by the United Nations against the North Korean invaders. 17 minutes.

20th-Fox Tribute

(*Continued from page* 1)

ryl F. Zanuck film on race prejudice "No Way Out."

Judge Robert P. Patterson, president of Freedom House and former Secretary of War, will present a joint special award on behalf of the organizations to Spyros P. Skouras, president of 20th Century-Fox.

The groups joining in the award are Freedom House, Anti-Defamation League and Metropolitan Council of B'nai B'rith, National Association for the Advancement of Colored People, Public Education Association, Citizens' Planning and Housing Council and the Common Council for American Unity.

"No Way Out," starring Richard Widmark, Linda Darnell and Stephen McNally, is now playing at the local Rivoli Theatre.

Lifton Reengages Willen

LOS ANGELES, Aug. 21.—Jac Willen, exploiteer, has been engaged by Louis S. Lifton, Monogram's advertising-publicity director, to handle the campaign for the opening here of "A Modern Marriage," scheduled for Thursday, Aug. 24, at the Rialto, Hawaii and Beverly Hills Music Hall theatres. Willen did exploitation for the film when it had a world premiere two weeks ago at the Golden Gate Theatre, San Francisco.

Reade, RKO Talks

(*Continued from page* 1)

to be entered today in New Jersey Superior Court, Trenton, directing dissolution of the jointly-owned circuit. However, Judge Jayne, who presided at the trial and decided in RKO's favor, is now on vacation and there is an indication that his order may not be entered until he returns next month.

U.K. Films in Canada

(*Continued from page* 1)

get the approval of top level officialdom and the common practice in Canadian theatres to use British films generally as part of duoble bills, using one British film and one from other sources, may be be replaced by a policy of using single British films on single bills.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 37 NEW YORK, U.S.A., WEDNESDAY, AUGUST 23, 1950 TEN CENTS

Way Clear for RenewedAllied COMPO Vote

Extension of Support Due at Board Meeting

WASHINGTON, Aug. 22.—Allied tates Association's participation in he Council of Motion Picture Organizations will probably be extended at the next board meeting, general ounsel Abram F. Myers predicted ere today.

At the same time, he expressed the hope that Allied regional leaders "will urge their members to begin contributing to COMPO" as soon as the exhibitor payment plan for financing COMPO goes into effect.

The Allied official said that the rent controversy involving COMPO vas "a tempest in a teapot, and

(*Continued on page 7*)

20th-Fox Reopens Consent Decree Talks With Govt.

WASHINGTON, Aug. 22.—Twentieth Century-Fox has reopened its efforts o work out wtih the Justice Department a consent decree settlement of he Government's anti-trust suit gainst the film company.

National Theatres president Charles Skouras and attorneys Fred Pride nd John Bertero met late yesterday vith Assistant Attorney General Herbert A. Bergson, and met most of today with other Justice Department officials. Negotiations will be resumed omorrow, and may continue through Thursday. 20th-Fox president Spyros Skouras was in town yesterday, but

(*Continued on page 7*)

J.M. Warner to Help Sell His Pictures

Jack M. Warner, newcomer to the anks of independent production, has egun operations on the theory that he producer's job extends beyond the he delivery of a production to the ome office and is backing it up with lans to tour numerous key cities in he U. S. and possibly Canada to romote his first, "The Man Who

(*Continued on page 3*)

McFaul a Leader In War Defense Aid

Albany, N. Y., Aug. 22.—As a result of the news story appearing in *Motion Picture Daily* on Aug. 15 quoting Thomas W. Ryan, director of New York State's Division of Safety, on the role of film theatres in the new defense setup, Vincent R. McFaul, general manager of Shea Theatres, Buffalo, wrote offering "all out assistance." McFaul cooperated closely with Ryan in Buffalo civilian defense work during the last war, when Ryan was chief inspector of Buffalo police.

Ryan thanked McFaul for his latest offer of cooperation stating it was typical of what can be expected from motion theatre operators.

Brandt-RKO Deal Closing No Nearer

Obstacles in the way of an early closing of the Harry Brandt deal for acquisition of Howard Hughes' controlling stock interest in the post-divorcement RKO theatre company have not been surmounted yet and could result in prolonged delay, it was learned yesterday.

Insufficient progress has been made by attorneys for both sides in the way of meeting Hughes' requirements for satisfactory warranties, applicable next Jan. 1, to require the return here of Noah Dietrich, RKO board chairman and chief Hughes' representative in the deal, and Hughes' attorney, Thomas Slack. The two were tentatively scheduled to return here from the West last week.

Meanwhile, reports are current that Kuhn, Loeb and Co., Brandt's backer in the $8,000,000-plus deal by which

(*Continued on page 7*)

U. S. Collected $371,244,019 Ticket Taxes

WASHINGTON, Aug. 22.—General admission tax collections during the fiscal year, ending last June 30, 1950, totaled $371,244,019 compared to $385,843,793 in the previous fiscal year, the U. S. Bureau of Internal Revenue reported here today. This was a drop of $14,599,773, or slightly less than four per cent.

According to unofficial figures, slightly over $8,000,000 of the drop in the general admission tax collections came in the last half of 1949 while the other $6,000,000 came in the first six months of the year.

Exhibitor groups have maintained that business is considerably worse than the general admission tax collection figures indicate. They claim that the figures do not take into account the increased number of theatres operating, higher operating costs, or the fact that increased football or concert attendance might mask an even sharper drop in film-going.

M-G-M Considering Multi-Film Sales

Metro-Goldwyn-Mayer is considering a plan of selling more than one feature production at one time, the company disclosed here yesterday in relaying a statement also made yesterday in Chicago by company sales vice-president William F. Rodgers.

"We have been exploring this idea for some time. We will continue to study it. We know that there is a desire on the part of certain exhibitors to take advantage of such a convenience."

Myers Urges Moderate Rise In Admissions

Says Slight Increase Is Warranted at This Time

WASHINGTON, Aug. 22.—Abram F. Myers, general counsel of Allied States Association, today urged exhibitors who are having a hard time making ends meet to resort to a "moderate" increase in admission prices.

With prices going up in so many other fields since the outbreak of the Korean War, the public, for the time being, is used to price rises, Myers said, and "this is a favorable time for exhibitors who feel they must do so to advance their admission scales."

Here is the way Myers analyzed the situation: During the past 10 years, exhibitors' operating costs have steadily increased. In the past three years,

(*Continued on page 3*)

Says $500,000 Suit Filed Against EL Over FC 'Merger'

Irving Kaufman, Film Classics creditor assignee, said yesterday he has filed in New York Supreme court an action against Eagle-Lion and its parent company, Pathe Industries, seeking $500,000. He described the sum as due to creditors in consequence of the uncompletcd merger agreement with Film Classics.

Kaufman said he already has served summonses on the defendants. However, ELC president William MacMillen, Jr., said that no summons or complaint has been received by E-L, whose executive vice-president he was

(*Continued on page 7*)

20th-Fox to Make 24 at Home, Six Abroad: Zanuck

By PETER BURNUP

LONDON, Aug. 22.—About six pictures will be made by 20th Century-Fox in foreign locales during the next 12 months, of which two or three will be made in England, Darryl F. Zanuck, production head, told reporters here. The company, he said, will make 24 features in Hollywood during the same period.

In addition to the two or

(*Continued on page 6*)

Companies to Get 5th & Walnut Costs

Major companies which were defendants in the lengthy 5th and Walnut Corp., Louisville, Ky., anti-trust suit have succeeded through supplementary proceedings here in making

(*Continued on page 7*)

16 No. Cal. Houses Enter FWC's Fold

SAN FRANCISCO, Aug. 22.—Larry Peters, Fox West Coast attorney, was here today from Los Angeles to complete negotiations for the transfer of Northern California Theatres from Golden State Realty Corp. and T. & D., Jr. Enterprises to FWC.

Complete list of theatres officially turned over at the close of business

(*Continued on page 7*)

Meiselman Files a Second Trust Suit

CHARLOTTE, Aug. 22. — H. B. Meiselman has amended his anti-trust suit against seven major distributors to cut down the damages sought in the original complaint but adding a new situation in which additional damages and injunctive relief are sought.

Meiselman originally sued all of the majors except Loew's and the Wilby-Kincey circuit, alleging a conspiracy to deprive his Center Theatre in Charlotte of first-run films. His request for a temporary injunction was taken to the Circuit Court and denied, and the case is now back in Distriet Court here for proceedings on his request for a permanent injunction and damages.

The original suit asked $250,000 damages, trebled to $750,000. In an amended complaint this will be scaled down to $75,000, trebled to $225,000. However, the amended complaint charges that the seven distributors are engaged in a similar conspiracy to keep first-run films from Meiselman's Manor Theatre in Wilmington, N. C. and that the court should grant an injunction and an additional $125,000 damages, trebled to $375,000 for the Wilmington situation. Added as defendants in the case as a result of the Wilmington complaint are United Paramount Theatres, Inc., Wilmington Theatres, Inc., and the Wilby-Kincey Service Corp.

'Free Market' in U.K. Newsreels Oct. 1

LONDON, Aug. 22.—Revoeation of the government's newsreel stock eontrol order and cancellation of the supplementary contract requiring exhibitors to show the reels has been postponed to Oct. 1 at the suggestion of government officials.

Exhibitors had asked for immediate cancellation and the newsreels had asked for postponement to Nov. 1 because of "unexpected difficulties" in effecting the change, which will reestablish a free market in newsreels. Exhibitors claim an improvement in the reels already is discernible.

J. M. Jacobs, 61, MGM Salesmen 18 Years

COLUMBUS, O., Aug. 22.—J. Milton Jacobs, 61, who was a Metro-Goldwyn-Mayer film salesman in the Cincinnati exchange area for 18 years, died here late last week following an operation. For the past three years he was sales representative for RCA television for the local Gustav Hirsch organization. Before joining M-G-M, Jacobs and his wife, Edna, had a vaudeville act in which they toured the country. She is the sole survivor.

Dr. Spencer in New British Kodak Post

LONDON, Aug. 22.—Dr. D. A. Spencer, reputed to be one of the world's leading color photography scientists, has been appointed Eastman Kodak's new director and deputy managing director here. He has been with Kodak since 1939 at its research laboratories.

Personal Mention

HENRY A. LINET, Universal-International Eastern advertising manager, was in New Haven last night from here.

•

E. K. (TED) O'SHEA, vice-president of Paramount Distributing Corp., has a new grand-daughter, MAUREEN ELIZABETH, the daughter of EDWARD KELLY O'SHEA, II.

•

EDWARD L. WALTON, assistant general sales manager for Republic, will leave here today on a tour of branches with San Francisco his first stop.

•

ALFRED CROWN, general sales manager for Samuel Goldwyn Productions, will leave here for Europe next week by plane.

•

SID BLUMENSTOCK, Paramount advertising manager, left here yesterday for Chicago.

•

CHARLES DIETZ, M-G-M field press representative in Detroit, is here for home offiee conferences.

•

JOEL LEVY, out-of-town booker for Loew's Theatres, has returned to New York from a New England tour.

•

JONAS ROSENFIELD, advertising manager for 20th Century-Fox, is vacationing at Nantucket.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, has delayed his scheduled trip to Boston for one week.

EARL ST. JOHN, J. Arthur Rank Organization production executive, was stricken with an attack of ptomaine poisoning shortly after his arrival here from London on Monday and is recuperating at his hotel.

•

MITCHELL RAWSON of the M-G-M home office publicity department is back at his desk after three weeks at St. Vincent's Hospital and at home with an ankle injury.

•

C. J. FELDMAN, Universal-International Eastern sales manager, will be in Albany and Buffalo this week from New York.

•

DENNIS DUKE has resigned as Columbia office manager in Memphis to assume a similar post with Eagle Lion Classics there.

•

L. C. WINGHAM, resident manager of Loew's San Francisco braneh, has left there for a two weeks' vacation in Nevada.

•

GEORGE A. HICKEY, Loew's West Coast division manager, is due back in Los Angeles from Chicago on Saturday.

•

JULES V. SERKOVICH, Columbia field exploiteer, is in New Orleans from New York.

•

LOU J. KAUFMAN, Warner Theatre executive, is in Cleveland from New York.

New UA Distribution In Germany Is Set

Distribution of United Artists product in Germany and Austria will be handled by Constantin Filmverleih, native agency headed by Preben Phillipson, under a deal closed by Al Lowe, UA foreign head, during his recent trip to France and Germany. He returned to New York last weekend.

The deal is a licensee arrangement with Phillipson to set up exchanges in Berlin, Dusseldorf, Frankfort, Hamburg and Munchen, all in Germany, and subsequently others in Austria.

UA product heretofore has been channeled through the Motion Picture Export Association which is discontinuing its operations in Germany this month.

Also during his trip Lowe installed Bud Ornstein as UA's new Continental European manager.

Goodfried Leaves To Join Circuit

HOLLYWOOD, Aug. 22.—Robert Goodfried, coast advertising-publicity director for Eagle Lion Classics during the past two years, has resigned that post to join Sherrill Corwin's Metropolitan Theatres in the same capacity. Goodfried succeeds Edward Fisher, who leaves Metropolitan to join the Republic Studio publicity department.

Court Orders Korda, Selznick to Settle

Federal Judge Irving Kaufman at a hearing here yesterday in the continuing dispute between David O. Selznick and Sir Alexander Korda ruled that Selznick must release to Korda approximately £100,000 ($280,000) of distribution receipts from "The Paradine Case" held in escrow in London for the past year, simultaneously with his recovery from Korda here of a print of "Gone to Earth."

The exchange is scheduled to be made upon receipt of final papers in the dispute from London during the next few days, according to Louis D. Frohlich of the industry law firm of Schwartz and Frohlich, counsel for Korda.

The dispute arose from reciprocal agreements entered into by Selznick and Korda several years ago, involving talent loans, financing and distribution rights to Korda pictures here and Selznick pictures abroad. After preliminary litigation the dispute went to arbitration before Robert P. Patterson, former Secretary of War, and was decided by the latter last spring.

Subsequently, however, Selznick delayed in releasing the money in escrow in London to Korda, in accordance with the arbitration award, and Korda's representatives here withheld from Selznick delivery of the "Gone to Earth" print, which had been assigned to Selznick.

Newsreel Parade

THE fighting in Korea and King Farouk on vacation are current newsreel highlights. Other items include the UN in its new home in New York, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 68—Air force blasts Reds in Korea. Mysterious appearance on *SS Batory*. King Farouk vacations Gen. Patton statue de[illegible]ed. Fashions Whirlaway abroad. High[illegible]e aces. Swim contest.

NEWS OF THE DAY, No. 302—Air power in Korea. North Atlantic defense chiefs meet. King Farouk on vacation. Bernard Baruch honored. Ship mystery. Ski under the equator. Aerial daredevils. Bull-fight fiesta.

PARAMOUNT NEWS, No. 1—Air offensive in Korea. Fashions. Bernard Baruch honored. Gen. Patton statue. Catholic students from the United States visit French shrine. Sport events: Skiing in Chile. Midget auto champs.

TELENEWS DIGEST, No. 34-A—Korea battle for Pohang. War bulletins. British troops head for Korea. Mystery man on *SS Batory*. Churchill urges unified army. Gov. Dewey reviews National Guard.

UNIVERSAL NEWS, No. 380—Fighting in Korea. Transparent woman. Bernard Baruch honored. New WAF uniforms. Torpedoed wreck. News from sports world. bullfighting. Acrobats in action.

WARNER PATHE NEWS, No. 107—Flyers smash Reds in Korea. UN moves into new home. Atlantic Pact chiefs meet. St. Patrick's pilgrimage in Ireland. King Farouk on vacation. Fashions. Tight-rope thrills. Professional football.

Magazine Features Coast 'Normalcy'

That Hollywood has actors who earn modest incomes and live normal every-day lives thereon is brought to the attention of the 4,500,000 families who buy the *Ladies Home Journal* in its "How America Lives" feature for September.

Actor Todd Karns, his wife and daughter, their small home and $6. weekly budget are the subjects of an article by Roger Butterfield, extending over 10 pages and liberally illustrated with both color and black-and-white photographs. The article is being called to the attention of motion picture executives by the *Journal* in personal letters which call attention to its "timely and worthwhile propaganda" value to the industry.

Lesser Forms New British Company

LONDON, Aug. 22.—Sol Lesser confirmed on leaving here for France en route to New York that he is forming a new British company, British Principal Pictures Corp., but declined to divulge particulars.

Reports here are that the new company will be concerned with the licensing of Lesser's and others' older pictures for television.

Myers New Lippert So. Division Head

NEW ORLEANS, Aug. 22.—Fred Meyers has been appointed Lippert southern division representative. He was salesman for Harold Cohen, franchise holder of Screen Guild and Lippert Productions here. Roy Nicaud replaces him at SG.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Jimmy Ascher, Editorial Representative, FI 6-0639. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

COMPO in Para. Bldg.

Headquarters of the Council of Motion Picture Organizations will be in the Paramount home office building on New York's Times Square, on the 1st floor, in the offices formerly occupied by Fabian Theatres. The offices take up about half an entire floor. The Fabian circuit recently moved to larger quarters.

Arthur L. Mayer, COMPO executive vice-president, now sharing space with the Motion Picture Association of America here, will take up his new business residence with his staff upon completion of a re-decorating job, probably within the next few days.

Mayer said yesterday his current plans are to further advance organizational work, including the appointment of an executive assistant, before making any visit into the field to address meetings of exhibitor organizations. The only session now on his schedule is the Mid-Century meeting of the Theatre Owners of America in Houston in mid-October, but others will be added.

Mayer stated he hopes to be set with an executive aide in a week to 10 days and now has underway talks with several possible candidates.

Meanwhile, a pledge of support to Mayer and COMPO has been formally made by Joseph R. Vogel, head of Loew's Theatres, who, in a letter to Mayer, promised "complete cooperation." Additionally, Vogel communicated with Loew's managers and division managers explaining the financial operations of COMPO and urging cooperation with the organization's local committees which are still to be set up.

Ferrer Begins Tour For 'Cyrano' Today

HOLLYWOOD, Aug. 22.—Kramer Productions vice-president George Glass outlined in a news conference today details of the lecture-tour promotional campaign by which Jose Ferrer, who will leave tomorrow for San Francisco to open the campaign, will contact "public opinion leadership" in 18 cities.

Glass said that although Ferrer will visit only 12 cities in behalf of "Cyrano De Bergerac," the actor will deliver his lecture, "Cyrano De Bergerac and the World Today," in leading department stores' auditoria, with each store conducting advance newspaper, radio and direct-mail advertising at their own expense. Educational, civic, and social leaders from 36 cities within the trading areas surrounding lecture cities will be flown in for the lectures.

Philharmonic Starts At Roxy Here Sept. 1

The Philharmonic-Symphony Orchestra, led by Dimitri Mitropoulos, will begin its two weeks' engagement at the New York Roxy Theatre on Sept. 1, marking the first time a major symphonic organization has ever been heard in a motion picture theatre as a feature of a film program.

During the fortnight that the 104-man orchestra will perform, "The Black Rose," 20th Century-Fox Technicolor film will be the screen presentation.

Delay in Film Deliveries To UA Reported Weighed

Reports persisted in trade circles yesterday that some independent producers are likely to hesitate on delivery of positive prints to United Artists for release pending presentation of a clearer picture of the state of the company.

Sales representatives of a number of producers said they heard of the reports but they themselves were not involved.

UA contracts with the producers call for print delivery within 30 days of the completion of the picture but interpretation of the word "completion" is said to be flexible. There could be delays in the event of indecision on title changes and the like, it was pointed out.

According to the reports, producers Irving Allen and Sam Spiegle will withhold delivery of a picture each, with others considering the same course unless the company's status is clarified soon.

UA comment was not available.

J. M. Warner to Help

(*Continued from page* 1)

Cheated Himself."

The son of Jack L. Warner, Warner studio head, was the guest at a press luncheon at the 21 Club here yesterday given by 20th Century-Fox which will distribute young Warner's film. He reported he is awaiting releasing plans for the picture before mapping any specific itinerary for his field tour. Purpose of the trip, he said, is to talk to exhibitors and 20th-Fox personnel on his initial producing venture and listen to suggestions for future efforts.

As for production itself, Warner said he found the key to sound economy in extensive planning, reporting he was at work for five months in preparing "The Man Who Cheated Himself" and consequently was able to shoot the film in only 18½ days. The budget, he said, was "under $500,000."

Warner's aim is to stay with a production from 10 months to a year, from initial planning through the first selling, instead of figuring on any elaborate program. His deal with 20th-Fox was for the one picture initially but the indications are that if both sides are satisfied the results on this one relationship might continue.

Warner's decision to distribute through a competitor of Warner Brothers, stemmed from a hereditary inclination to get off on his own. He recalled that his father, Jack L., was once employed in a Ohio theatre operated by the latters' father and the present Warner Brothers production chief left this employ.

Sign Wilder to New Paramount Contract

HOLLYWOOD, Aug. 22.—Billy Wilder, director of "Sunset Boulevard," has been signed by Paramount to a new producer-director-writer contract, for two more pictures to be made upon the completion of his present agreement, which calls for one more film following his currently shooting production, "Ace in the Hole." The new pact is non-exclusive.

In November, Paramount will send Wilder to Europe to spend three or four months searching for material for future production. He will return to Hollywood early next year to start filming of a project developed during his European stay.

Signed for Video Films

Ted Eshbaugh Studios, Inc., has been contracted by National Broadcasting to produce 13 15-minute television films.

Myers Urges Rise

(*Continued from page* 1)

there has been a box-office recession, accentuated in the last nine months. Exhibitors, seeking some escape from this squeeze, for a time placed their hopes for relief in Congressional repeal of the admission tax.

The Korean War ended those hopes, and instead higher income taxes are to be voted, increasing the exhibitors' burden.

"Only Hope of Relief"

"Apparently the only hope of immediate relief lies in increasing admission prices," Myers declared. He admitted that higher prices might further cut attendance, but added that "many exhibitors have no choice but to make the experiment; they cannot continue indefinitely under present conditions, and opportunities to reduce operating costs are limited and the process slow. Harsh as it may sound, we are again entering upon a war ecenomy, with attendant inflation. The prices of virtually all commodities have increased since the war broke out."

Myers said motion pictures must remain a popular entertainment and there is "grave danger" in making prices too high. But, he continued, "there have been no increases for a long time, exhibitors have demonstrated they are not profiteers, and moderate increases at this time should be accepted by the public. It is in the public interest that theatres remain open, and if that can be assured by a moderate price hike, then by all means let it be done."

To Make Subject on 'Little League' Ball

Jack Eaton, producer of Grantland Rice Sportlights, and Emerson Yorke, film co-ordinator for Little League Baseball, Inc., will produce a one-reel short subject on organized baseball for boys between eight and 12, Oscar Morgan, Paramount newsreel and short subject sales manager, has announced.

Little League Baseball, entirely non-profit, and amateur, is dedicated to good sportsmanship and is confined to boys in the eight to 12 age group. A Sportlight camera crew is en route to Williamsport, Pa., where it will film highlights of the Little League world series.

Award to Miss Swanson

Gloria Swanson, star of Paramount's "Sunset Boulevard," will be honored at the "Mid-Century Exposition of Fashion" in Dallas, Sept. 4-5.

Wald, Krasna Feted by RKO

RKO home office executives met new independent producers Jerry Wald and Norman Krasna at a luncheon reception given by Ned E. Depinet, RKO president, at 21 Club here yesterday noon. Some 40 members of the parent organization, the distribution company and the theatre organization attended.

Depinet, as host, welcomed the new producers and upon introducing them to their associates invited them to relate their plans for the production and delivery of 12 pictures per year.

Words of welcome were expressed by Robert Mochrie, domestic distribution vice-president; Sol Schwartz, executive vice-president and general manager, RKO Theatres, and Phil Reisman, foreign operations vice-president. An added guest was Gordon E. Youngman, vice-president and general counsel of the company, who for the past two years has been at the company's Hollywood Studio.

Others attending included: William H. Clark, Garrett Van Wagner, J. Miller Walker, A. A. Schubart, Walter Branson, Charles Boasberg, Nat Levy, Harry Michalson, William Howard, Thomas O'Connor, Robert Sherman, Matthew Polon, William Zimmerman, S. Barret McCormick, Major L. E. Thompson, Len Gruenberg, Ed Smith, Jr., Walter Derham, Mike Poller, Sidney Kramer, Robert Hawkinson, Leon Bamberger, Rutgers Neilson, Ned Clark, Terry Turner, Don Prince, Harry Mandel, Arthur Willi, Harold Hendee, Harry Gittleson, Frank Drumm, Carl Peppercorn, Emmet Cashman, Harry Ehrreich, Beverly Lion, Phil Hodes.

The luncheon was the second in a series of informal gatherings arranged by RKO in behalf of Wald and Krasna. Today, at the Stork Club, the company will hold a luncheon for national and fan magazine editors and staffs.

4 More Percentage Suits Filed by Majors

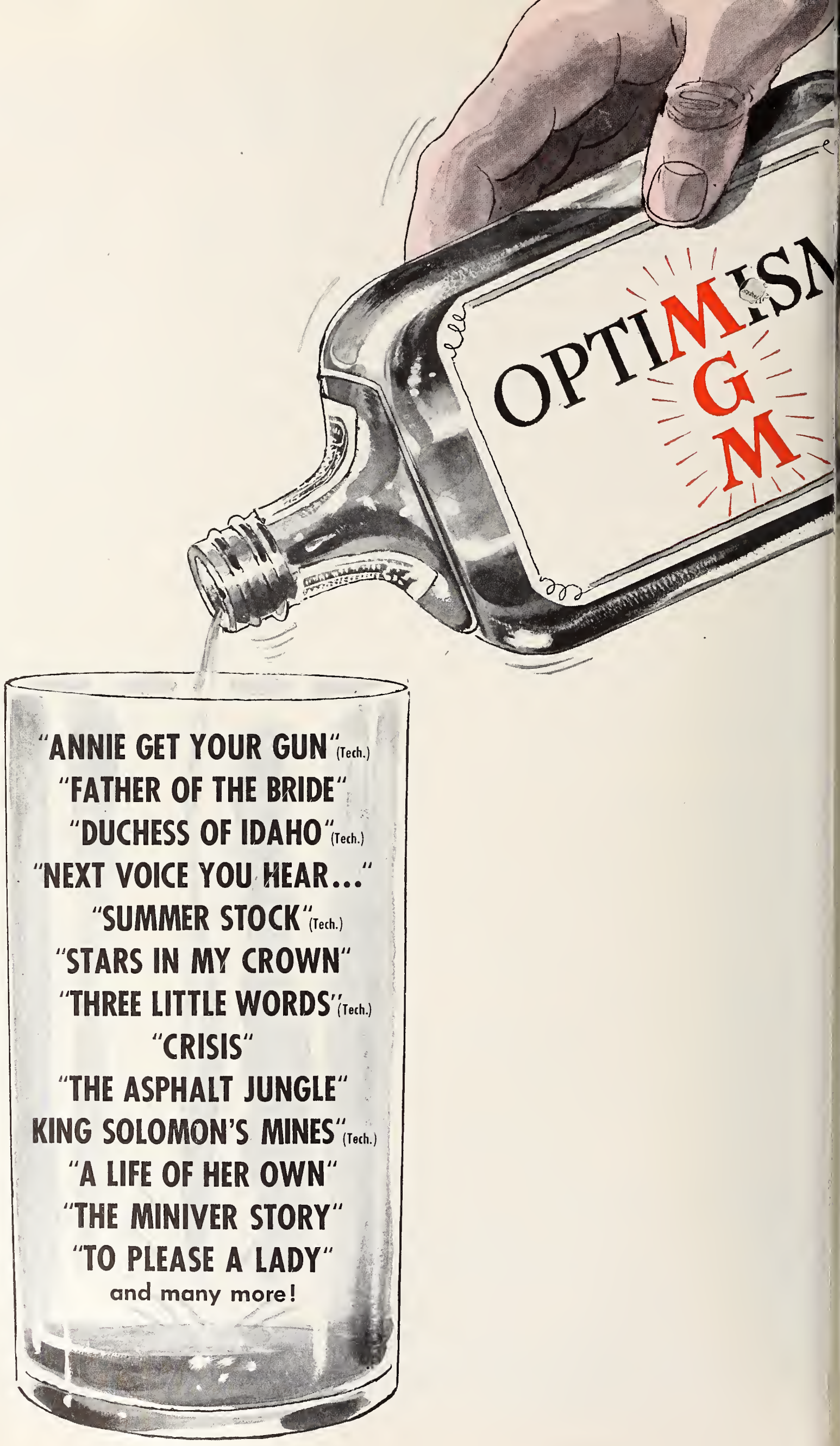
DES MOINES, Aug. 22.—G. Theodore Allen is the defendant in four percentage actions filed here today. Separate complaints were filed by RKO, 20th Century-Fox, Loew's and Paramount in U. S. District Court. The complaints allege under-reporting of receipts on percentage pictures exhibited at the Garden Theatre in Guthrie Center, Iowa.

Attorney for the plaintiffs is Maxwell A. O'Brien of Parrish, Guthrie, Colflesh and O'Brien of Des Moines, with Sargoy and Stein of New York of counsel.

Large Numbers At Film Ad Exhibit

As of yesterday an estimated 11,000 had attended the "Fifty Years of Progress in Motion Picture Advertising" exhibit at the Associated American Artists galleries here, according to Reeves Lewenthal, director. Thousands more are expected before the exhibit closes Friday after being held over for an extra week because of heavy attendance.

Latest among the organizations urging attendance was AMPA, whose president, Harry K. McWilliams, has sent letters to membership concerning the exhibit and 20th Century-Fox's ads for "No Way Out," which are featured at the show.



Book the industry short "On Stage Everybody" and help our disabled vets.

SERVED EXCLUSIVELY WHEREVER FILM MEN MEET

All over the industry they're saying:
"IF YOU WANT GOOD NEWS, PHONE YOUR M-G-M EXCHANGE"

Eady Tax Plan to U. K. Trade Today

LONDON, Aug. 22.—An accountant's plan for the collection of exhibitor levies under the Eady entertainment tax proposal for creating a film production pool will be placed before the four trade associations here tomorrow.

Originally, it was proposed that exhibitors pay their individual levies directly to the pool. Now, however, it is believed the Treasury will direct customs and excise authorities to collect the money and pass it to the pool periodically.

Sir Henry French, director general of the British Film Producers Association, warns that no payment to producers may be expected this year; that whatever machinery is agreed upon within the trade will subsequently have to be confirmed by the Board of Trade, necessitating inevitable delay in getting the plan into work.

Salaries will be paid out of the fund to the independent chairman of the pool, to be appointed by the government, and to the secretary. All administrative expenses will be paid out of the fund before moneys are distributed within the trade.

It has been decided that no funds will be paid out for the production of films for television. Nevertheless, exhibitor opposition to the pool continues, and no doubt will be aired at the Sept. 13 meeting of the Cinematograph Exhibitors Council.

Will your Will work?

Will your final wishes fail to be realized because you've made a faulty will? Technical flaws, a misused word, the absence of a few important elements, all can invalidate your obvious intent.

If there is uncertainty in your mind, please accept a copy of this new booklet. "Make a Will That Will Work" is a handy reference guide to every phase of will making problems. Your copy is waiting for you at any Bank of America branch; or write the Trust Department, 660 South Spring Street, Los Angeles. Do it today — while you're thinking about it.

Bank of America
NATIONAL TRUST AND SAVINGS ASSOCIATION

Member Federal Deposit Insurance Corporation

Reviews

"Walk Softly, Stranger"

(RKO Radio)

JOSEPH COTTEN and Valli, the stars of "Walk Softly, Stranger," are names to make any exhibitor's marquee shine attractively. The picture is a leisurely-paced melodrama that is marked by flashes of excitement here and there but generally falls into a standard plot pattern.

The picture opens with Cotten entering a small Ohio town, presumably the scene of his boyhood, on a sentimental visit. Cotten is a wistful drifter and there is a mysterious air about him as he rents a room at the house of a widow, played by Spring Byington. At a fashionable country club he meets Miss Valli, crippled daughter of one of the town's wealthiest men. In time the pair fall in love and although Cotten could get an important job at Miss Valli's father's factory, he somehow prefers to stick to the humble one he obtained on Miss Byington's recommendation.

The cloak of mystery around Cotten lifts some months later when he meets his pal, Paul Stewart, in a nearby city and the two hold up a gambling house. The robbery completed, Cotten decides to break clean with his underworld past, and live in honest obscurity in the little Ohio town. However, the wheels of underworld retribution grind inexorably against him. Presently Stewart is killed by gunmen and finally they catch up with Cotten and "take him for a ride." In a burst of desperation, Cotten seizes the driver and sends the car hurtling off a hillside. In the process, Cotten is also shot.

There is a restrained quality to Robert Stevenson's direction while the screenplay by Frank Fenton is studded with easy contrivances. The finale sees Cotten off to prison along with the promise that Miss Valli will be waiting for him. The film, produced by Robert Sparks, bears the stamp of a Dore Schary presentation.

Running time, 81 minutes. General audience classification. Release date, Sept. 16.

MANDEL HERBSTMAN

"Shakedown"

(Universal-International)

A NEAT action melodrama with a different twist has been turned out by director Joe Pevney and producer Ted Richmond. The hero of the film, a handsome newspaper photographer, uses his talents for blackmail and other nefarious purposes, but instead of returning to the straight-and-narrow, he winds up under a barrage of gangster bullets at the fadeout.

The picture has some good "name" performers including Howard Duff, Brian Donlevy and Peggy Dow, which can be used for exploitation purposes. Exhibitors will also be able to make use of the newspaper background in publicity and promotion. The picture in itself, has a standard gangster theme develop the action, but the newspaper angle provides a somewhat different tone than is generally apparent in this type of film. Duff is an amateur photographer whose talent of "passing by" when news events are breaking, gets him a job on an important metropolitan paper. His ambition and talent soon points up a streak of ruthlessness in him. He uses and steps over anybody he can in order to reach the top. Somehow he connects with an important underworld figure—Donlevy—who offers him money to photograph a holdup about to be committed by an enemy mobster. That starts Duff on the road of the underworld. He plays one against the other, meanwhile involving himself deeper in crime. He finally hits the big time with an important exclusive picture but his fame is short lived. When he acts as finger man in a planned jewel theft, he is shot down by one of the gangsters whom he has been blackmailing.

Duff is believable as the photographer and Donlevy is properly menacing as the mobster. Peggy Dow plays the female lead, as the photo editor whose love for Duff is unrequieted. The screenplay was written by Alfred Lewis Levitt and Martin Goldsmith, from a story by Nat Dallinger and Don Martin.

Running time, 80 minutes. General audience classification. For September release.

"Mule Train"

(Columbia)

GENE AUTRY and his aide, Pat Buttram, provide the customary action in this latest Columbia offering. The usual Western pattern is followed in the story, with the added attraction of some new twists, more humor and four lively tunes to quicken the pace. The title song, "Mule Train," which achieved much popularity before, should enhance the exploitation value and audience appeal greatly.

The plot hinges on the early discovery of a natural cement deposit which is owned by Pat and John Miljan. Gene, a U. S. Marshal, hides his identity when the town badmen try to jump his friend's claim. He meets the local sheriff, attractive Sheila Ryan, who is secretly on the side of Brady, an unscrupulous contractor. The latter is trying to keep Pat from selling his cement to the townspeople for a new dam. After Pat's partner is murdered, Autry exposes Brady and the sheriff to everybody's satisfaction.

In addition to "Mule Train," "A Roomful of Roses," "On the Chisholm Trail" and "Cool Waters" are featured. Sheila Ryan is better than the usual Western feminine lead in both performance and appearance. The rest of the cast give able support. Direction, by John English, is capable and production by Armand Schaefer is commendable.

Running time, 70 minutes. General audience classification.

UK Studio Work Shows Minor Rise

London, Aug. 22.—British studio employment figures showed a slight improvement during the second quarter of this year over the first, with a total of 4,373, an increase of 174, on the payrolls. The increase is regarded as seasonal.

In the last quarter of 1948, British studios employed 7,739.

Zanuck Abroad

(Continued from page 1)

three to be made here, Zanuck said one will be made in Australia, one in Canada and one in Germany.

In reply to a question, he said he did not anticipate any serious protest from Hollywood labor over the company's production activity abroad because the volume of its Hollywood production will be maintained or slightly increased. Moreover, he said Hollywood unions will understand the necessity of a world market and that a considerable part of their livelihood comes from earnings abroad.

He denied that 20th-Fox's British production is merely a device for working out otherwise unremittable sterling, reminding that his company had made pictures here long before a dollar shortage developed.

Zanuck is here to supervise editing of "The Mudlark," regarded as a sure bet for this year's Royal Command Performance at M-G-M's Leicester Square Theatre. He will also discuss with producer Louis D. Lighton and director Henry Koster the filming of Nevil Shute's "No Highway."

Zanuck believes that television has contributed to a box-office decline largely because many people have committed themselves to time-payment purchases of sets and are foregoing other entertainment expenditures, not from choice but out of necessity meanwhile. It is a situation that will correct itself, he said.

His company's policy, Zanuck said, is to try to produce better pictures, which enlighten as well as entertain; pictures which "have something to say."

"Our progress has been necessarily slow in this regard," he said, "because we find in metropolitan centers certain films are appreciated that are not appreciated in other areas.

"The cost of pictures has not gone down. Attendance has. When you get a film like 'Pinky' it is a source of satisfaction," he said. "We don't want propaganda pictures but we are trying to widen the screen's horizons."

Zanuck left here for Germany to plan his production there and will return in two weeks, preparatory to the start of "No Highway" on Sept. 1 at Denham studio, which has been closed for many months. It will star Jimmy Stewart and Marlene Dietrich.

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Allied, COMPO

(Continued from page 1)

hen the vapors cleared away OMPO emerged unscathed and unhanged." He said the unanimous onsent-rule written into COMPO's y-laws was obviously a wise step n view of the diverse interests inolved, and its workability has been emonstrated by the fact that no ngle faction can flout organized inustry opinion by exercising its veto apriciously. In its present form OMPO i[illegible] satisfactory a vehicle or cooperat[illegible] in public relations as e could hope for."

Chances Favorable

Allied's participation in COMPO ust be renewed by affirmative action t the next meeting of the board, lyers recalled. "While no one can peak for the board in advance," he aid, "the chances are favorable that llied's membership in COMPO will e extended."

Urging Allied members to start nmediately supporting COMPO nancially, Myers said that if by ny chance the board should decide not o continue with COMPO, members hen can stop contributing. "The point ," he declared, "that so long as llied is a part of COMPO, neither llied nor its members should falter n their support of the movement."

Brandt-RKO Deal

(Continued from page 1)

Trans-Lux Corp. would take over the RKO theatres, had withdrawn or was ontemplating withdrawing from the eal because of the delays in closing. pokesmen for the investment firm ould neither confirm nor deny the eports yesterday.

'Sunset' Holds In 12 of 15 Houses

A. W. Schwalberg, president of Paramount Film Distributing Corp., reported here yesterday that "Sunset Boulevard" has been held over or moved over in 12 of its 15 current test engagements, including New York City, where the film will go into its third week tomorrow following two record weeks. It had its world premiere in New York on Aug. 10.

Other holdovers include the Allyn Theatre, Hartford; Paramount, New Haven; Empress, South Norwalk; Plaza, Stamford; Penn, Pittsburgh; Towne, Milwaukee; Center, Buffalo; and the Strand in Memphis. Moveovers are: the Virginia Theatre, Atlantic City; Lyric, Cincinnati, and the Century in Minneapolis.

5th and Walnut Costs

(Continued from page 1)

good a Federal court judgment of $4,370 awarded them for court costs following dismissal of the action.

Attorneys for the defendant companies have been notified that Albert Hoffman, a co-plaintiff with 5th and Walnut in the case, will pay the judgment in consequence of the supplementary proceedings in U. S. District Court here. With the 5th and Walnut company dissolved and Hoffman's whereabouts unknown, the judgment had gone unpaid for more than a year.

A Federal court dismissed the case after a jury trial here. The dismissal was upheld by the Circuit Court of Appeals and when the plaintiffs appealed to the U. S. Supreme Court the later refused to review the case.

RKO Signs a Film Deal with Coronado

London, Aug. 22.—Robert Wolff, managing director fo British RKO, and David Rose, managing director of Coronado Productions, have signed a deal whereby RKO will distribute in UK and the Eastern Hemisphere the next Coronado production starring Ray Milland.

20th-Fox Reopens

(Continued from page 1)

Fox officials said he was here solely on Greek War Relief matters and did not go to the Justice Department with his brother. Bergson said he had met only with Charles Skouras, but that he did not know whom the other Justice officials had seen from the film contingent.

Silent on Details

Participants refused to discuss details of the talks, but indicated that there wasn't any particularly new proposal and that rather the emphasis was on a renewal of attempts to settle the case via the consent decree route after a long lapse in talks between the company and Government.

"The pattern has been set by the Paramount and RKO decrees," one Justice official said, "but it still may be a hard job to cut the dress from the pattern."

With the District Court order behind them and also the Supreme Court's refusal to review that order, the Government is expected to be relatively tough in bargaining on details of how long divorcement is to take, how it should be worked out, and how many theatres must be given up in any divestiture scheme.

EL-FC 'Merger'

(Continued from page 1)

before the merger was established.

MacMillen said that the merger negotiations between himself and Joseph Bernhard, former FC president who became ELC board chairman, are continuing. They were interrupted this week to permit Bernhard to visit the Coast and are expected to resume upon his return, MacMillen said.

Wants Greater Share

Early this month, Kaufman applied for and was granted court permission to file suit against E-L and Pathe. He contends that FC is entitled to a greater share of distribution receipts from films turned over to ELC than that being paid. The merger has been obstructed by Bernhard's inability to deliver certain film assets through complications with banks and producers. The separate negotiations with Bernhard which MacMillen said will be continued are directed either at completion of the merger or, if that is found to be impossible, at some form of settlement with Bernhard.

16. No. Cal. Houses

(Continued from page 1)

tonight:

Parkside, Noe, Midtown, San Francisco, all in San Francisco; Palace, Parkway, Eastmont, Chimes, in Oakland; Lindsay in Lindsay; T. & D., and Hi-Ho in Paso Robles; Lodi and State in Lodi; Turlock and Fox in Turlock; Del Rey in Hughson.

The theatres are exchanged for Skouras-held stock.

George Bowser, FWC general manager, is due here tomorrow from Los Angeles to begin an inspection tour of the acquisitions.

PARAMOUNT TRADE SHOWS

August 29 to September 5

• • •

BETTY HUTTON and FRED ASTAIRE

in

"LET'S DANCE"

with

Roland Young · Ruth Warrick

Lucile Watson · Gregory Moffett

Color by Technicolor

Produced by ROBERT FELLOWS

Directed by NORMAN Z. McLEOD

Screenplay by Allan Scott • Additional dialogue by Dane Lussier • Suggested by a story by Maurice Zolotow

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadwoy	7:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Wolton St., N. W	10:30 A.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58 Berkeley Street	2 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305 S. Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 S. Michigon Ave.	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 E. 23rd Street	2 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 412 S. Harwood St.	2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout St.	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyord Ave.	2 P.M.
* INDIANAPOLIS	CIRCLE THEATRE (Sneak Preview) Sept. 5th	
JACKSONVILLE	FLORIDA THEATRE SCREENING ROOM, Florida Thea. Bldg.	7:30 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	2:30 P.M.
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North 8th St.	2 P.M.
* MINNEAPOLIS	RADIO CITY THEATRE (Sneak Preview) Aug. 24th	
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	8 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	1:30 P.M.
NEW YORK CITY	PLAZA THEATRE (58th Street) New York City	10:30 A.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 W. Grand Avenue	10:30 A.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenport St.	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevord of Allies	2 P.M.
PORTLAND, ORE.	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 E. 1st South Street	1:30 P.M.
* SAN FRANCISCO	PARAMOUNT THEATRE (Sneak Preview) Sept. 5th	
SEATTLE	PARAMOUNT PROJ. ROOM, 2330 First Avenue	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N. W.	2:30 P.M.

*Sneak Preview in Indianapolis Sept. 5th, Minneopolis Aug. 24th, Son Froncisco Sept. 5th.

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FANS ARE WAITING TO SEE

MICKEY ROONEY AS

"THE FIREBALL"

THOR PRODUCTIONS
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PAT O'BRIEN in
THE FIREBALL with
BEVERLY TYLER
Glenn Corbett
Produced by
BERT FRIEDLOB
Directed by
TAY GARNETT
Screenplay by
Tay Garnett
and Horace McCoy
A Thor Production

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MOTION PICTURE DAILY

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VOL. 68. NO. 38 NEW YORK, U. S. A., THURSDAY, AUGUST 24, 1950 TEN CENTS

ELC Sets Its First National Sales Meetings

Heineman, Kranze Will Preside at 2 Sessions

William J. Heineman, distribution vice-president of Eagle Lion Classics, will preside at two sales conventions which will be held by the company this year, one in New York, at the Hotel Warwick, on Sept. 9, and the other in Chicago, on Sept. 15-16.

W. J. Heineman

The company's new season line-up of pictures, including those from the J. Arthur Rank Organization, will be announced at the meetings, which will be attend-

(Continued on page 2)

Allied Films' Force In Bias Fight On 'No Way Out' Cited

The educational value of the motion picture in combatting prejudice and discrimination was stressed at a luncheon here yesterday at the Ritz-Carlton Hotel at which 20th Century-Fox and company president Spyros P. Skouras received the plaudits of Freedom House and five other groups for the production of "No Way Out."

Joining in the tribute were Robert P. Patterson, chairman of the Willkie Memorial Building, and representatives of these other organizations: National Association for the Advance-

(Continued on page 2)

20th-Fox to Appeal Ban on 'Way Out'

The banning of 20th Century-Fox's "No Way Out" by the Chicago Police Department—official film censors in that city—will be appealed in Chicago courts, the company stated here yesterday.

Reasons for refusing a permit to al-

(Continued on page 5)

Lesser to Import 18 a Year For 500 Franchise Houses

As the result of a four months' survey of foreign film production and distribution, producer Sol Lesser has formed a new American film importing firm, which, under the name of Principal Pictures International, will engage in the domestic marketing of "high-quality European films aimed at discriminating audiences," according to a statement from the new company issued here yesterday.

Principal Pictures International is headed in Hollywood by Sol Lesser, Julian Lesser, and Morris Pfaelzer, and in New York by Irving Lesser and Seymour Poe. It will distribute 15 to 18 pictures annually from all Continental countries, including Scandinavia.

Principal will immediately begin to line up on a franchise basis some 500 theatres throughout the U. S. for the

(Continued on page 5)

German Directors Rising: Mankiewicz

The re-emergence of the German film director in three or four years to a top-ranking place in the film world was predicted yesterday by Joseph Mankiewicz on his arrival here from Europe on the *SS Liberte*.

The German director is now working under the handicap of poor and insufficient equipment, he said. As soon as he can obtain better materials the German industry will return to the prestige it enjoyed in pre-war days, Mankiewicz said.

One of the reasons for Mankiewic's trip abroad was to set the groundwork for a plan whereby for-

(Continued on page 5)

Films for Germany Is RKO Pathe Plan

Plans for the production in Germany of documentary short subjects which would be distributed in that country by the Office of the American High Commissioner have been formulated by RKO Pathe.

Jay Bonafield, RKO Pathe vice-president, has returned to New York

(Continued on page 5)

Coast Theatres Aid Benefit for Palsy

Los Angeles, Aug. 23.—Fifty Fox West Coast theatres in Los Angeles and the Southern California area are now showing a special trailer promoting the Cerebral Palsy benefit show to be staged by Bob Hope Friday evening at the Hollywood Bowl.

Hope flew in from Springfield, Ill.,

(Continued on page 2)

SCHINE EXPANDS 'MOVIES ARE BETTER' PLAN FOR NEW SEASON

Gloversville, N. Y., Aug. 23.—The Schine circuit started a series of "New Show Season" regional meetings today, the first being held here at the Hotel Syracuse. Three more will be held in New York State, one in Washington, two in Ohio, and one in Lexington, Ky.

The plan for the "New Show Season" is patterned as a follow-up to the "Movies Are Better Than Ever" campaign, which was executed immediately after 20th Century-Fox's Chicago convention. That campaign is to be used as a stepping stone to an even bigger fall campaign to convince film-goers that the slogan, "Movies Are Better Than Ever," is no over-statement.

To illustrate how many more good box-office attractions are being made available than ever before, the Schine circuit is using the full-page 20th Century-Fox ad that ran in leading

(Continued on page 5)

20th-Fox's Decree Talks Make Progress

Washington, Aug. 23.—Attorneys for the Justice Department and 20th Century-Fox met all day today in a continued attempt to work out a consent decree settlement of the government's anti-trust suit.

Neither side would discuss details of the bargaining nor the progress made but admitted that the most intensive attempt in many months to work out a settlement was under way. The meetings started Monday, continued yesterday and today, and are expected to be resumed tomorrow.

U. S. Reports Sharp Drop In Ticket Prices

Both Adult and Childs' Scales Off in Quarter

Washington, Aug. 23.—Admission prices in large cities dropped sharply during the second quarter of 1950, according to the U. S. Bureau of Labor Statistics.

The Bureau collects figures every three months in 18 large cities, then weighs them to be representative of prices in the 34 largest cities.

An Allied States bulletin issued here yesterday advised exhibitors who are having a hard time making ends meet to resort to a "moderate" increase in admission prices.

The Bureau's adult price index in June dropped to the lowest point since Sept., 1948. It was 70.5 per cent above the 1935-39 average, compared to 73.7 per cent in March and

(Continued on page 2)

Senate Frowns on Totalitarian Films For U. S. Theatres

Washington, Aug. 23.—The Senate today expressed its disapproval of the exhibition in the U. S. of films produced or directed by Fascists, Nazis or Communists.

Without objection, the Senate approved a resolution to this effect introduced recently by Sen. Edwin Johnson (D., Colo.). The Senate action came during a call of over 100 bills on the Senate calendar, when unanimous consent must be obtained for passage of any bill. There was not debate on the measure. The resolution requires no further action by the House or any other branch of

(Continued on page 5)

Excess Profits Tax Move Gains Ground

Washington, Aug. 23.—With Senate debate and voting slated to start tomorrow on the $5-billion interim tax bill, chances are slightly better for adoption of an excess profits tax amendment.

Though Senate Finance Committee

(Continued on page 2)

Personal Mention

L. E. GOLDHAMMER, Monogram-Allied Artists Eastern district manager, will leave here Monday for Chicago and Cincinnati, after which he will proceed to Hollywood for the company's convention on Sept. 5-7.

•

MANNY HERBSTMAN of MOTION PICTURE DAILY's editorial staff, and ADELE MOSS of Samuel Goldwyn Productions' New York office, will be married here on Sept. 1. The couple will honeymoon in Florida.

•

MILTON SPERLING, head of United States Pictures, has returned to his desk at the Warner Hollywood studios after a week's confinement in a hospital for a virus infection.

•

JOSEPH M. NEWMAN, director, arrived here from Europe yesterday aboard the *SS Liberte*.

•

HERBERT J. YATES, Republic president, is en route to Europe from New York.

Williams, Dortic Get RKO Advancements

ALBANY, N. Y., Aug. 23.—Bill Williams has been promoted by RKO Radio from head booker and office manager to salesman in Albany. Carl Dortic, onetime M-G-M booker here and later in Chicago, was named to suceeed Williams as head booker.

Williams a few years ago was office manager and then salesman in Albany for M-G-M. Dortie, former Army flier, is the son of Charles Dortie, local Columbia salesman and president of the Colosseum of Motion Pieture Salesmen of America.

Can't Stop 'Sunset,' Sets Another Record

"Sunset Boulevard," with a stage presentation, set another new high at Radio City Music Hall on Tuesday when it grossed over $22,000, biggest non-holiday business in the history of the house. The take was about $300 over the opening day's ineome.

"Sunset" will begin its third week at the Music Hall today.

Ticket Prices

(*Continued from page* 1)

an all-time high of 74.3 per cent in Sept., 1949. In Sept., 1948, it was 67.1 per cent above the base period.

The index of admission prices for children dropped in the second quarter to the lowest point sinee Sept., 1949. It was reported at 57.3 per cent above the 1935-39 base, eompared with 57.0 per eent in Sept., 1949, 63.7 per cent in December and 60.1 per eent in March.

As a result of the fall in both the adult and children's index, the combined adult-child index fell to the lowest point sinee Sept. 1948.

Paramount Teams Bob Hope And Roy Rogers for a Film

HOLLYWOOD, Aug. 23.—Bob Hope, number one in the *Motion Picture Herald-Fame* money-making stars poll of exhibitors last year, and Roy Rogers, number one eowboy star in the same poll since 1943, will be costarred by Paramount in a pieture to be made early next summer, the studio announced today.

Rogers' contract with Republie, by which he has been employed the past 13 years, expires in May. Although his Republie contract has contained provision for the eowboy star to make one outside picture annually, this provision had not been exereised previously.

Paramount indieated its Hope-Rogers pieture would not be started until after May, and denied the deal for Rogers is a loan-out from Republic.

Impellitteri at WB's 'Tea for Two' Party

Vincent Impellitteri, president of the New York City Couneil who will assume his new duties as Aeting Mayor on Sept. 1, and Patrice Wymore, star of Warner's new Technical produetion, "Tea For Two," head the list of notables who will attend the "Tea for Two" press party today in the Tea Patio of the Tavern-on-the-Green here. Lyrieist Irving Caesar will sing the "Tea for Two" number.

The event, sponsored jointly by the Tea Bureau and Warner Brothers, is one of several press reeeptions in Eastern cities being planned to introduce two Hollywood "glamor girls," Camille Williams and Ann Zika, "Miss Hot Tea for Two" and "Miss Iced Tea for Two," respectively.

Landwehr Ends 31 Years at Capitol

Herman Landwehr, house manager of New York's Capitol Theatre, has retired after 31 years with the theatre.

Landwehr was taken on as ehief doorman on Aug. 10, 1919, two months before the theatre opened. Six months later he was made house manager, and remained in that spot ever since. Landwehr intends to spend his time at his farm in Colesville, N. J.

Laud Films' Force

(*Continued from page* 1)

ment of Colored People, Citizens' Planning and Housing Couneil, Anti-Defamation League and Metropolitan Council of B'nai B'rith, Publie Eduea-tion Association.

The citation to 20th-Fox in behalf of all the groups was presented by Patterson who, in referring to the film, called attention to its "mature understanding and courageous taekling of a vital problem." "No Way Out" deals with anti-Negro discrimination.

Other speakers ineluded Walter White, executive seeretary of the National Association; Nathaniel L. Goldstein, Attorney General for New York State, and Oscar Ewing, Federal Security Administrator.

U-I Promotion Set For 'Saddle Tramp'

In line with Universal-International's plans to provide all-out promotional campaigns on its key pietures during the eompany's current Bill Scully sales drive, David A. Lipton, U-I advertising-publicity direetor, has set plans for the world premiere and initial key openings of "Saddle Tramp."

A group of stars headed by Joel McCrea, Ann Blyth, Joaquin Garay, Carol Varga, Rock Hudson, Tommy Chambers and produeer Leonard Goldstein, will make a series of personal appearances in eonneetion with the premiere, whieh will be held at the Webber, Tabor and Aladdin theatres in Denver on Aug. 29.

Following the Denver premiere the stars will aid in other Midwestern key openings, ineluding the Paramount and Roosevelt in Des Moines, on Aug. 31; Orpheum, Omaha, Sept. 1.

Kelly Closes Chaplin Deal on 'City Lights'

Celebrated Films Corp., whieh controls all of the eomedies produced by Charles Chaplin, has formally concluded arrangements with Arthur W. Kelly, vice-president and director of the company, to serve as representative on the distribution of "City Lights," United Artists release.

The deal is non-exclusive and Kelly will continue work on his own independent produetion of "Half Caste."

Excess Profits Tax

(*Continued from page* 1)

ehairman George (D., Ga.) says he will continue to oppose such an amendment, Senator O'Mahoney (D., Wyo.), leading the fight for an exeess profits tax, thinks he will win.

O'Mahoney has revised his earlier excess profits tax proposal and now would tax exeess profits at rates ranging from 65 per eent to 85 per cent.

The interim tax bill would boost personal and corporate income taxes, speed-up eorporate ineome tax payments, elose various tax loopholes, ineluding a ban on so-ealled collapsible corporations, impose a new 10 per cent excise on television sets, and make other ehanges.

There are no excise cuts in the Senate bill.

The Senate is likely to finish up the bill either late Friday or early next week.

Aid Palsy Benefit

(*Continued from page* 1)

early this week where he headlined the Illnois State Fair, and immediately started final rehearsals of the performers who will appear at the palsy benefit. It is estimated that $2,000,000 worth of talent will be on stage at the "Once in a Lifetime" show, a one-night performance.

Rail Strike Ties COMPO

Members of the government liaison committee and other officials of the Couneil of Motion Pieture Organizations expect it will be some time before a date is set for their eall on President Truman to give formal, full-scale assuranee of the industry's support in the international situation.

Given as the reason for the delay of the White House is Presidential assistant John R. Steelman's current efforts to head off a nationwide railroad strike which is taking up virtually all of his time. Steelman will be the industry's eontaet with Capitol Hill.

Levey and Connelly Finishing 'Fabiola'

"Fabiola," the Roman spectaele based on the novel by Nicholas Wiseman, is undergoing final preparation in its Ameriean version for presentation in September by Jules Levey.

Marc Connelly, playwright, author and Professor of Drama at Yale University, has been working with Levey for the past four months in preparing the film for American audienees. Italian, French and German versions already have been shown all over the world.

Film Unit Managers Salute R.J. O'Donnell

HOLLYWOOD, Aug. 23.—R. J. O'Donnell, treasurer of the Couneil of Motion Pieture Organizations and honorary chief barker of Variety Clubs International, was honor guest at a luneheon at the Beverly Hills Hotel today given by the special events committee of the Unit Managers Guild.

O'Donnell was saluted for his aid to unit managers, through Variety, during filming on loeation. Ed Ralph, seeretary of the guild, was toastmaster at the luneheon.

UA's Thorburn and Michaels Promoted

Walter Thorburn, seeretary of United Artists' Australasian organization, will sueeeed Clive Arnott as managing direetor in that territory when the latter leaves on Sept. 4 to join Hoyts Theatres in an exeeutive post, it was disclosed here yesterday by Al Lowe, general manager of UA's foreign department.

At the same time, Ron Miehaels, who has been Arnott's assistant, will beeome general sales manager.

ELC SETS

(*Continued from page* 1)

ed by field sales exeeutives, salesmen and bookers from the eompany's 24 branch offices throughout the country. B. J. Kranze, sales manager, will outline the eompany's sales policies at the meetings, the first to be held since absorption by E-L of a part of the former Film Classies sales organization last spring.

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Where's everybody?

oughta know they all went to see Cagney in 'Kiss Tomorrow Goodbye'!

WARNER BROS. present JAMES CAGNEY IN "KISS TOMORROW GOODBYE" also starring BARBARA PAYTON · HELENA CARTER · WARD BOND with LUTHER ADLER · BARTON MacLANE Produced by WILLIAM CAGNEY · Directed by GORDON DOUGLAS A CAGNEY PROD. DISTRIBUTED BY WARNER BROS.

Screen Play by Harry Brown From Horace McCoy's "Kiss Tomorrow Goodbye"

For 100% September bookings — The one-reel short 'ON STAGE, EVERYBODY,' Industry-made for Disabled American Veterans.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO
July 9	(July Releases) RDGUES DF SHERWDDD FOREST (Color) John Derek Diana Lynn D—80 min. (Rev. 6/16/50) 7II DCEAN DRIVE Edmond D'Brien Joanne Dru D—102 min. (Rev. 7/12/50)	(July Releases) GOLDEN SALAMANDER Anouk D—96 min. THE BLUE LAMP Dirk Bogrede D—84 min. (Rev. 6/1/50)	DUCHESS DF IDAHD (Color) Esther Williams Van Johnson M-C—98 min. (Rev. 6/14/50)	SILK NODSE Carole Landis Joseph Calleia D—76 min.	(July Releases) THE LAWLESS Macdonald Carey Gail Russell D—83 min. (4923) (Rev. 4/7/50)	TRIAL WITHOUT JURY Robt. Rockwell D—60 min. (Rev. 7/20/50)		(July Releases) THE GUNFIGHTER Gregory Peck Helen Westcott D—84 min. (015) (Rev. 4/26/50)		(July Releases) WINCHESTER 73 James Stewart Shelley Winters D—92 min. (Rev. 6/7/50)		FALLEN IDOL Ralph Richardson D-94 min. (Rev. 10/4/49) (Release—July)
July 16	BEYDND THE PURPLE HILLS Gene Autry O—70 min. (Rev. 7/20/50)		HAPPY YEARS (Color) Dean Stockwell Scotty Beckett D—110 min. (Rev. 5/25/50)	SNOW DOG Kirby Grant Elena Verdugo D—63 min. (Rev. 7/19/50)					DNCE A THIEF Marie MacDonald Caesar Romero D—88 min. (Rev. 6/26/50)		GREAT JEWEL ROBBER David Brian D—91 min. (Rev. 6/13/50)	THE THIRD MAN Joseph Cotten Valli Drson Welles D—104 min. (Rev. 1/31/50) (Release—July)
July 23	CAPTIVE GIRL Johnny Weismuller Buster Crabbe D—73 min. (Rev. 4/24/50)		MYSTERY STREET Ricardo Montalban Sally Forrest D—94 min. (Rev. 5/17/50)	COUNTY FAIR (Color) Rory Calhoun D—76 min.	MY FRIEND IRMA GDES WEST John Lund Marie Wilson C—91 min. (Rev. 5/31/50)		TREASURE ISLAND (Color) Bobby Driscoll Robert Newton D—96 min. (Rev. 6/21/50)				FLAME AND THE ARRDW (Color) Burt Lancaster Virginia Mayo D—88 min. (Rev. 6/20/50)	
July 30	DAVID HARDING, CDUNTERSPY Willard Parker D—71 min. (Rev. 5/24/50)	(Aug. Releases) DESTINATION MDDN (Color) John Aroher Warner Anderson D—91 min. (Rev. 6/26/50)	THREE LITTLE WORDS (Color) Fred Astaire Vera-Ellen M—102 min. (Rev. 7/7/50)	MASSACRE VALLEY Johnny Mack Brown O		THE OLD FRONTIER Monte Hale O—60 min. (Rev. 8/2/50) JUNGLE STAMPEDE George Breakston Travelogue—60 min. (Rev. 8/4/50)			THE UNDERWDRLD STORY Dan Duryea Gale Storm D—90 min. (Rev. 3/28/50)		50 YEARS BEFDRE YDUR EYES (Documentary 73 min.) (Rev. 6/20/50)	LIPPERT
Aug. 6	(Aug. Releases) IN A LONELY PLACE Humphrey Bogart Gloria Grahame D—94 min. (Rev. 5/17/50)	THE SUN SETS AT DAWN Walter Reed D		TRIPLE TRDUBLE Bowery Boys CD	(Aug. Releases) THE FURIES Barbara Stanwyck Wendell Corey D—109 min. (4926) (Rev. 6/27/50)	VIGILANTE HIDEOUT Alan Rocky Lane O O—60 min. (Rev. 8/4/50)	OUR VERY OWN Ann Blyth Farley Granger D—93 min. (Rev. 3/20/50)	(Aug. Releases) STELLA Ann Sheridan Victor Mature C—83 min. (Rev. 7/19/50)		(Aug. Releases) ABBDTT AND CDSTELLD IN THE FDREIGN LEGIDN Bud Abbott Lou Costello C—79½ min. (Rev. 7/13/50)		HI-JACKED Jim Davis Marsha Jones D—66 min. (Release: 7/14/50) (Rev. 6/23/50)
Aug. 13	DN THE ISLE OF SAMDA Jon Hall Susan Cabot D—65 min. (Rev. 8/14/50)	EYE WITNESS Robt. Montgomery Leslie Banks D—104 min. (Rev. 7/20/50)	A LADY WITHOUT PASSPORT Hedy Lamarr John Hodiak D—84 min. (Rev. 7/13/50)	SILVER RAIDERS Whip Wilson O	SUNSET BDULEVARD William Holden Gloria Swanson D—110 min. (4927) (Rev. 4/17/50)	THE SHOWDOWN Wm. Elliott Walter Brennan D—86 min.	COME SHABE MY LOVE Fred MacMurray Irene Dunne C-D OUTRAGE Mala Powers Tod Andrews D	CARIBDO TRAIL (Color) Randolph Scott Gabby Hayes O-81 min. (Rev. 6/30/50)	THE ADMIRAL WAS A LADY Edmond O'Brien Wanda Hendrix C—87 min. (Rev. 5/5/50)	DESERT HAWK (Color) Yvonne DeCarlo Richard Greene D—77½ min. (Rev. 8/4/50) LDUISA Ronald Reagan Chas. Coburn C—90 min. (Rev. 5/31/50)	KISS TDMDRROW GDDDBYE James Cagney Barbara Peyton D—102 min. (Rev. 8/1/50)	I SHDT BILLY THE KID Don Barry O (Release: 8/4/50) (Rev. 8/2/50)
Aug. 20	BEWARE DF BLONDIE Penny Singleton Arthur Lake O—66 min. (Rev. 4/3/50)		SUMMER STOCK (Color) Gene Kelly Judy Garland M—109 min. (Rev. 8/4/50)			LONELY HEART BANDITS Dorothy Patrick Rob't. Rockwell D	BORN TD BE BAD Joan Fontaine Robert Ryan D—94 min. (Rev. 8/22/50)		THE MEN Marlon Brando Teresa Wright D—85 min. (Rev. 5/19/50)	MADNESS DF THE HEART Margaret Lockwood Paul Dupuis D		TRAIN TO TDMBSTDNE Don Barry D (Release: 8/11/50)
Aug. 27	STREETS DF GHDST TOWN Charles Starrett Smiley Burnette O—54 min. (Rev. 8/9/50)	(Sept. Releases) NAUGHTY ARLETTE Mel Zetterling D—86 min.						(Sept. Releases) THE BLACK RDSE (Color) Tyrone Power Drson Welles D—120 min. (Rev. 8/7/50)				
Sept. 3	(Sept. Releases) THE PETTY GIRL (Color) Robert Cummings Jean Caulfield D—87 min. (Rev. 8/18/50) PRDWL CAR Mark Stevens Edmond D'Brien D	HIGH LDNESDME John Barrymore, Jr. Lois Butler O (Rev.8/8/50) BLACKJACK George Sanders Patricia Roc D	A LIFE OF HER DWN Lana Turner Ray Milland O—108 min. (Rev. 8/11/50)	BIG TIMBER Roddy MacDowell O	(Sept. Releases) FANCY PANTS (Color) Bob Hope Lucille Ball C—92 min. (5001) (Rev. 7/19/50)	FRISCO TDRNADD Alan Rocky Lane O—60 min.	WHERE DANGER LIVES Robert Mitchum D—84 min. (Rev. 6/16/50) WALK SDFTLY, STRANGER Joseph Cotten Valli D—81 min. (Rev. 8/21/50)	MY BLUE HEAVEN Betty Grable Dan Dailey M—96 min. (Rev. 8/18/50)		(Sept. Releases) SADDLE TRAMP (Color) Joel McCrea Wanda Hendrix	TEA FDR TWD Doris Day Gordon MacRae C—101 min. (Rev. 8/15/50)	BDRDER RANGERS Don Barry O (Release 7/21/50)
Sept. 10	WHEN YDU'RE SMILING Jerome Courtland Lola Albright M INDIAN TERRITDRY Gene Autry Gail Davis O	DEVIL'S DDDRWAY Robert Taylor Louis Calhern D—84 min. (Rev. 5/16/50)			UNIDN STATIDN William Holden Nancy Olsen D—89 min. (5002) (Rev. 7/12/50)	PRISDNERS IN PETTICDATS Valentine Perkins Robert Rockwell D—60 min. REDWDDD FDREST TRAIL Rex Allen O—67 min.		PANIC IN THE STREETS Paul Douglas Richard Widmark D—96 min. (Rev. 6/14/50)	IF THIS BE SIN Myrna Loy Richard Greene D—72 min. (Rev. 6/28/50)	SHAKEDDWN Howard Duff Brian Donlevy Peggy Dow D	PRETTY BABY Dennis Morgan Betsy Drake C—92 min. (Rev. 7/25/50)	HDLIDAY RHYTHM All-Star Cast M (Release 8/18/50)
Sept. 17	ACRDSS THE BADLANDS Charles Starrett O	PAPER GALLOWS Dermott Walsh D						FAREWELL TO YESTERDAY (Documentary) 88 min.		THE SLEEPING CITY Richard Cor... Coleen Gra... D		RETURN DF JESSE JAMES John Ireland C (Release: 9/8/50)

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.]

20th-Fox to Appeal

(*Continued from page* 1)

low the film to be shown in Chicago theatres, as given by Capt. Harry Fulmer, head of the censor board in Chicago, yesterday follow:

"The film does not show a true picturization of the white-colored situation as it appears in Chicago. Showing of the film would tend to create unrest among the colored people. The film has been entirely too overdrawn from what actually exists here" (in Chicago).

The racial situation in Chicago, he stated, has reached a stage of quietus, and were it to appear, it would merely arouse certain colored protagonists. Nor, he stated, would censoring certain portions of the film be a solution, because the impact of the film would necessarily be lost.

Other films dealing with the colored problem have been shown here, he continued, but at the end of the films some solution was arrived at. In "No Way Out" the same feeling that was prevalent at the start exists at the conclusion, Fulmer said.

A telegram to the Mayor of Chicago protesting the ban on "No Way Out" in his city was sent from here yesterday at the close of a luncheon at the Ritz-Carlton Hotel honoring 20th Century-Fox for its courage in producing the picture, and was signed by the six public organizations participating in the tribute.

Mankiewicz

(*Continued from page* 1)

eign directors could work in cooperation with American directors under the aegis of an expanded Screen Directors Guild. Establishment of such a plan was difficult, he said, because directors abroad are part of a vertical union which embraces all branches of industry work, while in America directors are under the banner of one union. Mankiewicz said he agreed with many directors on an exchange of information on television and motion pictures. He said the foreign directors are now planning for the days when television will expand.

Asked to comment on the recent assertion of Harry C. Arthur, Jr., president of Fanchon and Marco, that entertainment for the masses and the abandonment of "sophistication and art" in screen fare, would be a box office remedy, Mankiewicz declined on the advice of his press agent. Mankiewicz said he wasn't familiar with Arthur's remarks published copies of which were shown to him on his arrival. Speaking in general, however, Mankiewicz said that if "anyone wants to go back to film corn, he should also want to go back to the 1917 Buick and high button shoes."

RKO Pathe Plan

(*Continued from page* 1)

from Frankfort where he took part in several conferences among U. S. military officials relative to such a program. Meanwhile, he has conferred with government officials in Washington, and expects to have a formal proposal prepared at an early date.

Bonafield said he expected that documentaries produced for distribution in Germany by the military government would merit release to theatres in the U. S. also.

Reviews

"The Toast of New Orleans"

(*Metro-Goldwyn-Mayer*) *Hollywood, Aug. 23*

AS operetta-type musicals go—and every exhibitor is his own best judge of that on the basis of his own box-office experience with them—this prodigal expenditure of money, music and technological know-how by producer Joe Pasternak ranks very highly indeed. With Mario Lanza and Kathryn Grayson singing six operatic standards and six original compositions by Nicholas Brodszky and Sammy Cahn, in a manner worthy of the "Met," the picture is a natural for the addicts of long-hair and quasi-topical music. And mere entertainment-seekers, the big majority of theatregoers who can take their culture or let it alone, are given a pretty good love story and an extraordinary helping of comedy relief by J. Carroll Naish with which to refresh their interest between excursions into Mozart, Bizet, Verdi and Puccini. Staged on the grand scale in Technicolor, scripted intelligently by Sy Gomberg and George Wells, and directed with urbane grace by Norman Taurog, the picture figures to make its natural audience very happy and to win over a good many prosaic souls bounded on all four sides of their musical awareness by Irving Berlin.

The period is the turn of the century and the setting is New Orleans, represented here as a fabulously beautiful place where the entire population revels, and participates, in skilled performances of the musical works of the masters. To this New Orleans comes the operatic star, Miss Grayson, and her impresario, David Niven, who have previously met Lanza, a rugged shrimp-fisherman with a voice of gold, and his rough-hewn uncle, Naish. Niven sets out to train Lanza for an operatic career, also to school him in the social graces simultaneously, and enlists Miss Grayson's aid in the undertaking. Lanza learns singing quickly, the social graces a little less so, and winds up, of course, winning Miss Grayson's heart. As played, the story has considerably more substance than the synopsis suggests.

Both Lanza and Miss Grayson surpass their best previous vocal performances, and Naish has never been more beneficially amusing or correctly cast. Niven, as the impresario destined to lose the lady he loves, plays a polished role impeccably. George Stoll's musical direction is excellent, and Johnny Green's direction of the operatic numbers is superb.

Running time, 98 minutes. General audience classification. Release date, Sept. 29.

WILLIAM R. WEAVER

"Outrage"

(*Filmakers, Inc.-RKO Radio*) *Hollywood, Aug. 23*

THIS is a story about an act of rape, the psychological effects of that act upon the victim and, obliquely, the cause of rape. The picture in which Filmakers, Inc., tell this grim story looks more like it were designed for exhibition to professional and social groups engaged in a study of sex crime from the psychiatric standpoint than for general exhibition to unrestricted audiences in commercial theatres. They have used the standard entertainment form of presentation, and they make their chosen points dramatically rather than declaratively in most instances, but the rather well established exhibitor objections to the clinical and the psychological as practical commercial product apply fully.

The story, written by Collier Young, Malvin Wald and Ida Lupino, the partners in Filmakers, Inc., presents Mala Powers as a young factory girl, engaged and about to be married, who is stalked and raped by a lunch-counter worker, who escapes police investigation until late in the picture. Under the mental impact of her experience, the girl runs away from home and comes to California, where she is befriended by a young minister, Tod Andrews, and given employment on a fruit ranch under an assumed name. Later, when an admirer at a dance undertakes familiarities with her, she strikes him with a monkey-wrench and again flees, but is brought back by the minister to face a charge of attempted murder. Her identity is revealed and she explains that she thought the local admirer was the man who raped her. The court dismisses the charge against her, on condition that she undergo psychiatric treatment for a year, and she is returned to her family and fiance. Toward the end of all this, she is told that her attacker has been arrested and has confessed, at which point it is asserted in dialogue that he is a "sick man" mentally and our civilization has failed to provide proper treatment for his kind. Collier Young produced the picture and Ida Lupino directed it.

Running time, 74 minutes. Adult audience classification. Release date, not set.

W.R.W.

Edward Miller's Mother

CLEVELAND, Aug. 23.—Funeral services were held here yesterday in Our Lady of Peace Church for Mrs. Anthony Miller, mother of Edward, manager of Warners' Hippodrome. Other survivors are her husband and two daughters, Mrs. Patricia Stouffer of Chatham, N. J. and Mrs. Leonarda Duffner.

Mother of Jack Harris

Funeral services for Mrs. Gussie Harris, mother of Loew's Division manager, Jack Harris, were held here yesterday morning at the Park West Funeral Chapel.

Connecticut to Get Three New Theatres

HARTFORD, Aug. 23.—The Stamford Building Bureau has issued a permit to Ridgeway Theatre, Inc., of that city for construction of a motion picture theatre in Sixth St., Stamford, at an estimated cost of $150,000.

Construction has been launched on a new drive-in at Columbia, Conn., by Will Rogers Corp., Manchester, Conn.

A State Police Commission hearing on the application for construction of a drive-in theatre at West Haven by Bowl Outdoor Theatre Corp., head of which is Seymour B. Levine, Stratford, has been postponed indefinitely

Schine Expands

(*Continued from page* 1)

New York papers on "No Way Out." This ad shows how, up to 1947 the company had released one big outstanding picture a year, and in 1949 had two good grossing pictures, and in 1950 they already have five.

"Yet this is only one company. With other companies showing similar records, there shouldn't be any doubt in the minds of the exhibitors or patrons that 'Movies Are Better Than Ever,'" stated Schine.

At the request of the Schine publicity department, 20th-Fox has made available for all of the Schine meetings a reproduction of the "No Way Out" ad to be distributed to all managers attending the meetings, and it will also be blown up for display purposes.

At the meetings 20th-Fox releases will be discussed, with each picture being dealt with individually on a seat-selling basis. Campaigns on each picture will be analyzed and enhanced upon by the managers' ideas and suggestions.

Home office representatives from the operations and publicity—advertising departments will attend every meeting, along with zone, group, city and theatre managers and bookers from the entire circuit.

Lesser to Import

(*Continued from page* 1)

exclusive showing of its importations.

Lesser, who screened dozens of pictures in Europe for potential product, already has ten under consideration for initial distribution.

Lesser confirmed on leaving London this week for France en route to New York that he is forming a new British company, British Principal Pictures Corp., but declined to divulge particulars, as reported in MOTION PICTURE DAILY yesterday.

Reports in London were that the new company will be concerned with the licensing of Lesser's and others' older pictures for television.

Lesser will sail with his wife on the *S.S. Ile de France* for New York on Aug. 29. He will remain in the East for two weeks before returning to Hollywood where he will supervise the completion of his current production for RKO Radio release, "Tarzan's Mate in Peril."

Senate Frowns

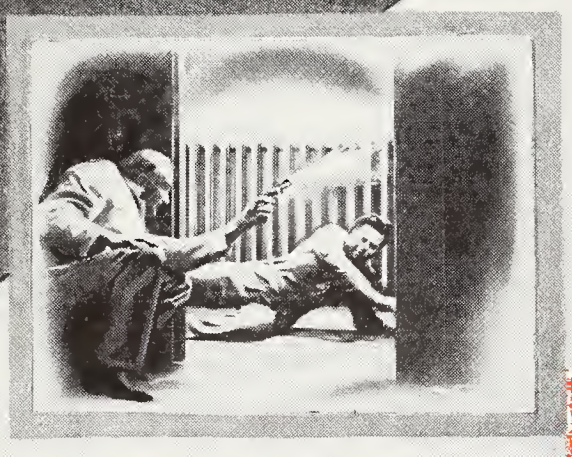
(*Continued from page* 1)

the government, being merely an expression of Senate feeling.

In its report on the resolution, the Senate Commerce Committee said its purpose was to "make clear to importers of foreign motion pictures and to American producers who may employ foreign directors that the Senate does not approve of the distribution in interstate commerce of motion pictures which have been produced or directed by persons having proved by their acts that they are enemies of the U. S." and to "call to the attention of American exhibitors the formal viewpoint of the U. S. Senate in the sound belief that they will not become unwitting parties to serving such foreign ideologies."

The report stressed that "no medium lends itself so effectively to propaganda and indoctrination as films," and added that it was especially important at this time that no American citizen wittingly or unwittingly aid our enemies.

TOUGH-AS-NAILS DRAMA OF THE BIG HOUSE!



THE ACADEMY AWARD-WINNIN STAR OF "ALL THE KING'S MEN"

COLUMBIA PICTURES presents

GLENN FORD · BRODERICK CRAWFORD

CONVICTED

with **MILLARD MITCHELL** · Dorothy Malone · Carl Benton Reid

Frank Faylen · Will Geer · Screen Play by William Bowers, Fred Niblo, Jr. and Seton I. Miller

Based upon a play by Martin Flavin · Produced by JERRY BRESLER · Directed by HENRY LEVIN

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 39 NEW YORK, U.S.A., FRIDAY, AUGUST 25, 1950 TEN CENTS

-Way Buildup Of Box-Office Slated by N.T.

50 Circuit Theatres to Participate in Campaign

Los Angeles, Aug. 24.—National heatres, operating 550 houses in states, and headed by Charles P. couras, is all set for a three-onged box-office strengthening effort increase patronage for the new up-ming season starting next month.

It will launch on Sept. 1 its "Movies Are Better Than Ever" campaign, its 15th annual fall drive, and it will stress the strong array of product available, which circuit executives describe as "the greatest consistent array of top flight entertainment in the history of the motion picture industry."

"'Movies Are Better Than Ever!' he product line-up proves it," said couras. "Now it's up to every the-re manager and exhibitor in the untry to emblazon that truth on e consciousness of the public. If we l take off our coats and go back to ork with showmanship and enthusi-

(Continued on page 8)

Vants the Industry epresented at UN

Mrs. Leo Spitz, advisor on motion cture relations of the American As-ciation for the United Nations, and ife of the executive head of produc-on of Universal-International, will one of the 10 United States dele-ates to the World Federation of the N conference in Geneva which will

(Continued on page 7)

Allied Unit Buying For Fifty Theatres

Philadelphia, Aug. 24.—Allied Motion Picture Theatre Service, Inc., of Philadelphia will end its second year of operations on Sept. 3. This Service represents independent exhibitors of the Philadelphia exchange area in film buying and booking and in payments of all bills in film exchanges. When the Service started in 1948 it represented 13 theatres. Today the enrollment approximates 50 theatres.

House Cuts 10 Per Cent from Funds Asked for Film Program Overseas

Washington, Aug. 24.—The House Appropriations Committee today cut by about 10 per cent the additional funds requested for film activities in the Administration's plan to expand the State Department's overseas information program.

The Administration had asked $82,000,000 more for the information and education program during the 1951 fiscal year, and the Appropriations Committee chopped this by over $19,000,000, to $52,655,850. It voted the full $41,890,000 asked for the expansion of radio activities, but cut other parts of the expansion program. The film program, which had asked for an additional $11,017,833 was cut down to an even $10,000,000. This would be in addition to $2,450,000 in the original so-called Omnibus Appropriations Bill for the film program.

State Department officials had said that $3,845,237 of the additional $11,071,833 would be used for film production, and could not say yesterday how much this would be scaled down in view of the house committee's cut.

Majors and IATSE Assail Studio Carpenters' Appeal

Washington, Aug. 24.—Major producers and the IATSE today urged the U. S. Supreme Court not to hear appeals in three cases brought against them by studio carpenters.

In these cases, individual carpenters and Local No. 946 are seeking damages growing out of the long-standing IATSE-carpenter dispute over studio jobs. The Ninth Circuit Court of Appeals threw out the suits and the carpenters appealed to the high court.

Today, the Association of Motion Picture Producers and the individual studios involved in the suit filed one answer opposing the appeals, and the

(Continued on page 8)

'Sunset' 2nd Week Brings $166,300

"Sunset Boulevard," in its second week at Radio City Music Hall here, recorded an even higher gross than its first week and again set a new mark for non-holiday business at the theatre, Russell V. Downing, its executive vice-president, reported. The Paramount film, starring Gloria Swanson, ran $300 ahead of the record first week and set a new mark of $166,300.

FILMS ARE TAXED, SO LET'S TAX TELEVISION, SAYS SENATE GROUP

Washington, Aug. 24.—The Senate Finance Committee, in its formal report to the Senate on the pending tax bill, said its decision to levy a 10 per cent manufacturers excise tax on television sets was justified because motion pictures and other competing forms of entertainment are taxed.

The report, made public today as the Senate started debate on the bill, noted that television is "already offering serious competition to motion picture theatres and other types of entertainment subject to the tax on general admissions. Your committee believes it represents unfair competition to levy a tax on one and not on the other of these closely-competitive forms of entertainment."

It said that television set production would probably be limited anyhow by material shortages or controls, and thus the tax would not affect the size of the television audience or the number of television stations which might be established in the next few years. The 10 per cent TV tax bill will bring in an estimated $42,000,000 annually, the committee said.

The Committee noted that there was good reason for excise cuts prior to the beginning of the Korean war, but said that increased expenditures since then "makes excise tax reductions impossible at this time." It promised that next year it would probably devote some time "to the details"—probably technical, rather than rate—of the excise tax structure.

Few changes are expected in the tax bill on the Senate floor due to its highly technical nature. The major fight will be over whether or not an excess profits tax should be included.

'Boundaries' Censor Test In High Court

Asks Protection of 1st Amendment for Films

Washington, Aug. 24.—The producers of "Lost Boundaries" today asked the Supreme Court to rule that state and municipal censorship is unconstitutional and that "the protection accorded by the U. S. Constitution to the press and to speech is also applicable to motion pictures."

RD-DR Corp., producers of the film, filed in the high court its appeal from the Fifth Circuit Court of Appeals decision, holding that the Atlanta censorship ordinance is constitutional and that the Atlanta censors were acting legally in banning "Lost Boundaries" from being shown in their city.

The high court will not act on the appeal before its return in October from its summer recess. In its last term, it refused to review a film censorship case involving the Hal Roach

(Continued on page 8)

Film on A-Bomb For RKO Release

Recognizing the public necessity for an effective and informative picture dealing with civilian defense against the A-Bomb, president Ned E. Depinet announced yesterday that RKO Radio will release in September a two-reel film titled "You Can Beat the A-Bomb."

A vital and topical picture, Depinet

(Continued on page 7)

Argentine Situation Still Up in the Air

Projected pact which would mean the re-entry of American product into Argentina came up for some discussion, but with still no conclusions, at a meeting of the Motion Picture Export Association here yesterday. John G. McCarthy, head of the international division of the Motion Picture Association of America, presided at the session with foreign department heads of member companies sitting in.

Brandt, Dietrich in Coast Huddle Today

Hollywood, Aug. 24.—New York circuit owner Harry Brandt, who arrived here today for further discussions with RKO board chairman Noah Dietrich on the former's bid for purchase of the RKO Theatre stock held by Howard Hughes, will go into conference with Dietrich tomorrow.

Although both sides express disposition to wind up negotiations as expeditiously as possible, it is believed meetings between the two will continue over into next week at a minimum.

Esther Williams Gets 10-Year M-G-M Pact

HOLLYWOOD, Aug. 24.—Esther Williams, who crashed the top 10 rank in the 1949 *Motion Picture Herald-Fame* money-making stars poll of exhibitors, has been given a new M-G-M contract guaranteeing her $2,500 per week, 52 weeks per year, for the next 10 years, without options.

The star's rapid rise to top 10 stature in the exhibitor poll has been rated especially notable in view of the fact she had never been billed as other than a co-star when showmen voting on the basis of demonstrated box-office drawing power lifted her to placement among the leaders.

Parsons Signs Morris For 2 Films Annually

HOLLYWOOD, Aug. 24.—Producer Lindsley Parsons, who heads his own independent unit, has signed Wayne Morris to a long-term contract under which the star will make two pictures annually for Allied Artists-Monogram release.

Parsons signed the contract in Ottawa, where he is closing negotiations with F. R. Crawley for production of a film to be made with the cooperation of the Canadian government.

Mgr. Laury Collapses On Theatre Stage

Funeral services will be held at Park West Memorial Chapel, Manhattan, at two P.M. on Sunday for Henry (Hank) Laury, 59 years of age, manager of Skouras's Rivoli Theatre in Hempstead, Long Island, who collapsed from a heart attack as he was about to present a prize to a contest winner on the stage of his theatre Wednesday night.

Surviving are the widow, Kittie, a son, Edward, and three brothers. Interment will be at International Hungarian Union Fields Cemetery in Cypress Hills, Brooklyn.

Arno Kerske of RKO

Arno Kerske, former manager of India and Shanghai offices of RKO Radio, died Monday in Chicago, the home office reported here yesterday.

Personal Mention

JACK M. WARNER will return to Hollywood today by plane from New York.

•

JOHN A. CASSIDY, RKO Theatres publicist, will return to New York on Monday from a vacation at Greenport, L. I.

•

HOWARD STRICKLING, M-G-M studio publicity chief, will return to Hollywood from Vancouver, B. C., on Sept. 5.

•

LOU ELMAN, RKO Radio Milwaukee branch manager, has returned to his desk after an illness of several weeks.

•

SOL SCHREIBER of Loew's Theatres' accounting department has returned to his desk after a lengthy illness.

•

EDWARD F. O'CONNOR, Loew's International director of Far East operations, is here from Hong Kong.

•

HERB MACINTYRE, of RKO Radio's Los Angeles office, is recuperating at home from an appendix operation.

•

DAN S. TERRELL, M-G-M exploitation head, will be in Detroit today from New York.

WILL H. HAYS, who is vacationing in California, will return to New York early next month.

•

SYLVIO BLAIS, JR., of the Loew-Poli Strand, Waterbury, Conn., and RAY FLYNN of the College Theatre, New Haven, will enter the Armed Forces Sept. 1.

•

EDWARD C. DOWDEN, Loew's Theatres assistant advertising-publicity director, has recuperated from a heart attack and is back at his post.

•

ROY KONKRIGHT, Monogram's chief accountant, has arrived in Hollywood from New York to establish permanent quarters.

•

A. H. ROBERTSON of the Majestic Theatre, Springfield, Ky., is recuperating from an illness at Louisville Hospital.

•

ED WOHLER and PETER BALLBUSCH, of M-G-M's Coast studios, will leave New York today for London and Paris.

•

ARVIN GILMORE, Paramount contract clerk in Omaha, has been called to active duty with the Navy.

Yankees, British At Warner's 'Tea' Party

United States and British government and business leaders and radio and newspaper representatives yesterday attended a "tea party" to promote Warner's "Tea for Two," held at the Tavern-on-the-Green in Central Park.

There was a special international broadcast via American Broadcasting and British Broadcasting, a demonstration of the new "Tea for Two" dance, and presentation of special gold tea services by "Miss Hot Tea for Two" and "Miss Iced Tea for Two," two young actresses from the cast of the picture.

Norman Brokenshire was master of ceremonies for the broadcast, which featured Patrice Wymore, who stars in "Tea for Two"; Antony Tasker, director of the International Tea Market Expansion Board in London; Robert B. Smallwood, chairman of the Tea Council and president of the Tea Association of the U. S.; Robert F. Wagner, Jr., Borough President of Manhattan; Irving Caesar, co-author of the song, "Tea for Two"; and radio commentator Maggi McNellis.

Cleveland to Vote on DST

CLEVELAND, Aug. 24.—Question of whether Cleveland will retain Daylight Saving Time or establish Eastern Time will be presented to voters in the November municipal election if 24,500 of the 58,232 petition signatures circulated mostly in theatres and filed with the clerk of the City Council prove to be those of qualified voters. Motion picture and transportation representatives are supporting the proposed new charter amendment.

Impellitteri to U-I's 'City' Press Preview

More than 400 New York City officials, headed by Acting Mayor Vincent Impellitteri, as well as more than 150 press representatives, will attend Universal-International's special invitational preview of "The Sleeping City" at the Park Avenue Theatre here next Wednesday evening.

The invitational preview of "The Sleeping City," which was photographed in its entirety in New York with the cooperation of various city departments, will serve to launch U-I's promotional campaign on the film which will have its world premiere at the New York Paramount on Sept. 20.

Buffalo Is Added to Weiner's Territory

Columbia reported here yesterday that division manager H. E. Weiner will, in the future, supervise the company's Buffalo office as well as continue to supervise the Philadelphia branch.

Build Drive-in in 19 Days

WAREHAM, Mass., Aug. 24.—With extra crews working day and night, the 565-car Wareham Drive-in was completed in less than three weeks from the ground up—thought to be a record time for this area. The theatre is owned by Julian Rifkin, George Barkell and Dick Rubin, the latter being supervisor of construction. In 19 days, the grading, stone structure, concession building of cement blocks and the installation of equipment was finished.

Full Agenda Set for UPT Meet Sept. 26-28

Home office executives of United Paramount Theatres, heads of its fully-owned field circuits and probably some United Paramount partners will get together about Sept. 26-28 for a two-to-three conclave on a full discussion of all problems confronting exhibition. The sessions will be held in the Poconos.

The parleys will be the first of the type since United Paramount came into existence with the reorganization of Paramount Pictures, Inc., last Jan. 1. Leonard Goldenson, UPT president will preside.

Among the many subjects on the agenda are the competitive effects of home television, large-screen television, future film product prospects, box-office trends, showmanship, and theatre operations in general.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
'SUNSET BOULEVARD'
William Holden • Gloria Swanson
Erich Von Stroheim
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

THE FURIES
A HAL WALLIS Production
Starring BARBARA STANWYCK
WENDELL COREY WALTER HUSTON
A Paramount Picture
PARAMOUNT TIMES SQUARE
IN PERSON THE MILLS BROS. AL BERNIE EDDIE FISHER Extra! BOBBY BYRNE And Orchestra
Midnight Feature Nightly

no way out
20th CENTURY-FOX
RIVOLI B'WAY at 49 St.
Scientifically Air Conditioned
Doors Open 10:00 A.M.

ROXY
SCIENTIFICALLY AIR-CONDITIONED
7th Ave. and 50th St. • DOORS OPEN 10:30 A.M.
Stella
20th CENTURY-FOX
ON STAGE!
IN PERSON
Through Courtesy of NBC
MILTON BERLE
AND T.V. REVUE

Walt Disney's
PRESENTATION OF
Robert Louis Stevenson's
Treasure Island
Color by TECHNICOLOR
Distributed by RKO RADIO PICTURES INC.
EXTRA! Walt Disney's BEAVER VALLEY Print by TECHNICOLOR
NOW BRANDT'S Cool
MAYFAIR
7th AVE. & 47th ST.

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Star choice for your next **4** holiday dates!

all with that
ticket-selling star

Color by
TECHNICOLOR

Paramount's Great Stars

team up with

Color by TECHNICOLOR

in these business-pulling Holiday Attractions . .

FOR LABOR DAY

BOB HOPE
and
LUCILLE BALL
in
Fancy Pants

with
BRUCE CABOT
JACK KIRKWOOD
Produced by
Robert L. Welch
Directed by
George Marshall
Screenplay by
Edmund Hartmann
and Robert O'Brien
Based on a Story by
Harry Leon Wilson

COLOR BY
TECHNICOLOR

COLORFUL COMEDY

It's Bob's best—for he's back in the West—in the laugh show Variety says: "should click as solidly as 'The Paleface'." And he's singing "Home Cookin'," the song that's as big as Oscar-winning "Buttons and Bows"!

RAY
MILLAND · I
MONA FREEM

Copper

FOR COLUMBUS DAY

Let's

BETTY
HUTTO

Roland Yo
Lucile Wats
Colo
Produ
Directe
Addi

...EY MACDONALD
...ARR · CAREY
...HARY CAREY, JR. in
...Canyon

COLORFUL WESTERN

Name your biggest Paramount outdoor hit—from "The Covered Wagon" to "California." This will match it in production scope, in dramatic excitement, in star strength . . . and in solid boxoffice results.

A John Farrow Production
Color by
TECHNICOLOR
Produced by Mel Epstein
Directed by John Farrow
Screenplay by Jonathan Latimer
Story by Richard English

MAUREEN O'HARA · JOHN PAYNE
in
TRIPOLI
also starring
HOWARD da SILVA
with
Philip Reed · Grant Withers
Directed by WILL PRICE
Written for the Screen by Winston Miller
Produced by WILLIAM H. PINE and WILLIAM C. THOMAS

Color by
TECHNICOLOR

FOR THANKSGIVING

...Dance

...ng
FRED
...ASTAIRE
...th Warrick
...gory Moffett
...HNICOLOR
...bert Fellows
...nan Z. McLeod
...Allan Scott
...e by Dane Lussier

FOR ARMISTICE DAY

COLORFUL ADVENTURE

This is the thrill-picture that's perfectly sized to holiday trade with its lure of far-away places, exotic dancing girls and desert horsemen. The story of the U. S. Marines' heroic exploits "on the shores of Tripoli."

COLORFUL MUSICAL

Betty socks across a new Frank Loesser song-score and Fred stops the show with his fastest dance routines since "Blue Skies." No studio can match Paramount for musicals — and this one is top-drawer!

Paramount can fill every hour of your best playing time—right thru to 1951 with star-rich entertainment like:

SUNSET BOULEVARD

starring William Holden, Gloria Swanson, Erich von Stroheim, Nancy Olson.

MY FRIEND IRMA GOES WEST

Hal Wallis Production, starring John Lund, Corinne Calvet, Diana Lynn, Dean Martin & Jerry Lewis, and Marie Wilson as Irma.

THE FURIES

Hal Wallis Production, starring Barbara Stanwyck, Wendell Corey, Walter Huston, Judith Anderson.

UNION STATION

starring William Holden, Nancy Olson, Barry Fitzgerald, Lyle Bettger, Jan Sterling.

DARK CITY

Hal Wallis Production, introducing Charlton Heston, and starring Lizabeth Scott, Viveca Lindfors, Dean Jagger, Don DeFore.

For Every Playdate—
PARAMOUNT NEWS
and
PARAMOUNT SHORTS

And The Christmas Show of Shows

MR. MUSIC

starring Bing Crosby, Nancy Olson, Charles Coburn, Ruth Hussey and famous guest stars.

Senate Okays Taped Sound

WASHINGTON, Aug. 24.—The Senate yesterday approved legislation to make it easier for film companies to use magnetic sound film or tape on features, shorts and newsreels shot overseas and imported into the U. S.

The House has approved similar legislation, but the Senate measures differ slightly from the House version, and either the House will have to accept the Senate bills or a House-Senate conference will be required. It is believed likely that the House will accept the Senate measures at an early date, sending them immediately to the White House.

The bills would permit magnetic film or tape for shorts or features to come in at a flat one cent per linear foot tax and magnetic film or tape on newsreels to come in duty-free, as is now the case with other types of film sound. At present, magnetic film or tape is taxed on a complicated *ad valorem* basis, and film companies have held off using the method freely to avoid the difficulties of importing such film or tape.

RKO's A-Bomb Film

(*Continued from page* 1)

said, its aim is the demonstration that man can face the A-Bomb certain that he is far from helpless. Planned to remove fear and panic, it stresses the responsibility for effective civilian defense as resting with the individual and the community, he said, adding that it permits the individual to understand both what the A-Bomb is and is not, and how best to protect himself from it.

The release deal with RKO Radio was made by Walter Kane, representing the producers, Emerson Productions and Crystal Productions. Walter Colmes directed. The film is said to use material authorized by proper sources, and was made in collaboration with The Council on Atomic Implications, Inc. John Balderston, Jr., was technical advisor. The screenplay is by Louis Alan.

20 Field Men at Work On 'The Men' Debuts

United Artists has taken on 20 field exploitation men for advance campaigns on "The Men," working under Mori Krushen, exploitation head. Close to 60 key openings have been set for the film between Sept. 14 and Oct. 1.

Shepherd Book to Bader

Contracts have been signed this week between Eric Shepherd, author of "Murder in a Nunnery," and Dave Bader, for the purchase of the motion picture rights of the "whodunit." Shepherd's comedy-drama was once a Catholic Book-of-the-Month, and at one time Bader had an option to produce it as a play on Broadway, according to Literary Associates, which announced the Bader deal.

Acquires Religious Film

Simpex Co., Inc., has acquired distribution rights to the religious feature, "Marie Therese," for the United States, Cuba, Venezuela, Colombia and Mexico.

Dutch Market Rise for U.S.

WASHINGTON, Aug. 24.—As the required playing time for European films has been reduced by the Netherlands government, U. S. films have steadily enlarged their share of Dutch screen time, according to the U. S. Commerce Department. The Department said that the amount of screen time devoted to U. S. features has increased from an estimated 54 per cent in 1947 to 62 per cent in 1948 and 72 per cent in 1949, and continues upward.

Further help was given to U. S. distributors recently when competition from German films was at least temporarily stopped. Imports of all motion pictures produced in the Western Zone of Germany was barred by the Nederlandsche Bank because certain publishing firms in Germany have failed to meet their obligations to pay royalties due in the Netherlands. Until these obligations have been met, Commerce reported, "it is unlikely that further imports of films from Western Germany will be allowed."

Vidor Shoots a New Opening for 'Doom'

HOLLYWOOD, Aug. 24.—Charles Vidor, substituting for absent Mark Robson, who directed the picture originally, today shot a new opening scene for Samuel Goldwyn's "Edge of Doom," which will be inserted in the print now running at the New York Astor and in all general release prints.

The scene, largely narrative in character, will have Dana Andrews as the priest talking to Robert Barnes, as a younger priest, along lines designed to "give deeper meaning" to the story.

To Distribute 'Hands'

"With These Hands," the feature which was sponsored by the International Ladies' Garment Workers Union, has been acquired for distribution in the U. S. and Canada by Max J. Rosenberg and Albert Margolies on behalf of Classic Pictures, Inc. Plans for the release include theatrical engagements in most large cities, to be followed by extensive 16mm. distribution through labor organizations, employer associations, universities, welfare groups, schools, libraries, etc.

East Germans View Special Western German Film Shows

WASHINGTON, Aug. 24.—Four theatres along the Western side of Berlin's East-West border are running special film showings "for Eastern Germans only," according to the Office of the U. S. High Commissioner for Germany.

The theatres, in the Western Power zone, are all located in easy walking distance of the dividing line. Nominal admission is charged and only holders of identification cards issued by Eastern authorities are allowed to enter. The theatres receive the films free of charge from Berlin distributors and the performances are exempt from the usual 20 per cent amusement tax. Documentaries and the "Welt im Film" newsreel round out each program.

If the trial with these four theatres is successful, other houses may be added to the program. In a similar project recently, "Ninotschka" drew over 20,000 Eastern Germans in five days.

Sharp Drop in U. S. Imports by Swiss

Washington, Aug. 24.—The number of features imported from the U. S. into Switzerland dropped from 279 in 1948 to 231 in 1949, U. S. Commerce Department film chief Nathan D. Golden reported here. Imports from Germany, Italy and Sweden increased, with Germany registering the biggest gain, from 19 to 60. Imports of German features rose from seven to 32.

Kings Launch a New, $1,000,000 Program

HOLLYWOOD, Aug. 24.—Plans for the start of a new program of independent productions, the first three to cost more than $1,000,000, are announced by King Brothers, Inc., headed by Frank King.

Simultaneously, it was reported that the cost of production would be borne entirely by the corporation, without any outside financing, something new in any such undertaking for an independent company.

A new plan will be evolved for merchandising the program. The Kings last week completed their final picture for Allied Artists, subsidiary of Monogram, where they have spent practically all their film existence.

20th Decree Parleys Enter the Fifth Day

WASHINGTON, Aug. 24.—Consent Decree talks between 20th Century-Fox attorneys and Justice Department officials continued today, and will go on again tomorrow, it was indicated.

No details were given out as to progress or lack of progress.

Hope Again Aids Palsy

HOLLYWOOD, Aug. 24.—Bob Hope, who is organizing the United Cerebral Palsy Association benefit to be held in the Hollywood Bowl tomorrow night, purchased $2,000 worth of tickets which he is distributing to press and radio representatives.

Industry at UN

(*Continued from page* 1)

open on Sept. 6.

At a press conference held in New York yesterday, she said she would try to bring about worldwide film industry interest and participation in the UN.

Spitz, Mrs. Spitz and Robert Goldstein, U-I studio publicity representative, will leave here for Europe today aboard the *S.S. Liberte.*

Urges Central Agency

Representing the only non-government agency of the UN at the six-day fifth annual assembly, Mrs. Spitz said she will stress the part that films can play in educating the peoples of the world. "It is disgraceful," she pointed out, "that there is not one film representative at the UN. I am not being briefed by any individual organization in the industry. There should be a central agency at the UN to act upon this most important mass medium."

Resolutions voted upon at the Geneva conference will be presented to the General Assembly of the United Nations. In this way, Mrs. Spitz felt the opinions of the 29 member nation delegates will voice the sentiments of the peoples of the world.

Gilbert and Sullivan Rights to Korda

Alexander Korda has concluded an agreement with Bridget D'Oyly Carte, chairman of the D'Oyly Carte Opera Co., whereby Korda acquires exclusive rights to use songs and scenes from Gilbert and Sullivan operas in a film to be made by him next year. Bridget D'Oyly Carte will personally collaborate on the films.

The copyright on Sullivan's music expires this year, but Gilbert's lyrics, and consequently all of the Savoy operas, remain in copyright until 1961.

Stillman Is Casting

Robert Stillman Productions on the Coast has begun casting for "Queen for a Day," slated as its second film for release by United Artists. Tracy Roberts has been assigned a major role in the film. She arrived in town from the Coast yesterday.

New Type Publicity Program Is Set Up for Rogell Film

Plans for a new type of publicity campaign to be instituted for Albert S. Rogell's "First of April," going into production in October for United Artists release, were announced here by Rogell publicist Carl Post. The plan calls for 20 per cent of the publicity to break during preproduction and production, with 80 per cent of the campaign to start one month before national release date.

The same campaign will be utilized by Post for films to be produced independently by King Vidor and Andrew Stone.

Post held a series of meetings with Coast feature editors and columnists who promised cooperation whenever possible to hold publicity on features until one month before release.

"The public is prone to forget a publicity campaign between the time the production is completed and the release date," Post said. "It is not at all uncommon for some filmgoers to say 'that's an old picture' of one that was filmed 10 months previous and publicized only during the production period."

Other phases of the campaign call for a strict control of billboards, three sheets and window cards to achieve maximum location and display value, according to Post.

Pact Would Hasten Global Distribution

WASHINGTON, Aug. 24.—The President has submitted to the Senate for ratification a proposed agreement to facilitate the international circulation of films and other visual and auditory materials of an educational, scientific and cultural character.

The agreement, an outgrowth of the general conference of UNESCO held at Beirut in 1948, provides that each contracting state shall exempt such media from customs duties, quantitative restrictions and certain other restrictions. Seventeen countries have already signed the agreement.

In submitting the agreement to the Senate the President sent along a report from the Department of State strongly urging ratification of the pact.

3-Way Buildup

(*Continued from page* 1)

asm, we cannot fail."

National Theatres' showmanship will back the campaign in every operating area with newspaper ads, billboards, and in some situations, radio and television.

On the subject of coming product, Skouras expressed this view:

Never before in our business have we had such a line-up of box-office attractions from every studio. After months in the doldrums I am confident that our business will respond and rebound to new heights.

"All we need to improve business is good pitcures with top entertainment. Now we have them and there is nothing for us to worry about except that each of us must go out and sell the public on what we have.

"All Hollywood can take a well deserved bow for it looks as though the producers have again hit on the right note, and are turning out an array of superior entertainment that will definitely prove movies are better than ever."

NT's campaign blueprint is designed to stimulate the public's interest in motion pictures, and revive the flow of patrons to the box offices by forcibly hitting every phase of film exploitation and merchandising in every town and city where Fox West Coast, Evergreen and other divisions operate.

NT's Unique Facet To Aid Its Drive

Los Angeles, Aug. 24.—To augment the multitude of activities making up National Theatres' "Movies-Are-Better-Than-Ever" campaign; half a million copies of an elaborate pictorial magazine is near ready for distribution to thousands of dentists and doctors offices; beauty and barber shops and a variety of professional waiting rooms where they will be available to customers and patients. In addition, they will be dis-distributed as a feature of the person-to-person "door-bell ringing" phases of the N. T. campaign. The magazine, to be called "Proof" and edited in news-magazine style, will be printed in color and carry pictorial treatments on 60 forthcoming productions from all studios.

Reviews

"Mr. Music"

(*Paramount*)

BING CROSBY is back in tip-top form. With his familiar air of relaxed congeniality he wanders through a series of comic incidents as a composer of Broadway musicals who would much prefer to play golf and go night-clubbing than toil with musical notes.

Pretty Nancy Olson is Bing's leading lady, with such artists as Groucho Marx, Dorothy Kirsten, Peggy Lee and The Merry Macs making guest appearances. The picture has been molded for widest popular appeal and it stands to do well commercially. In its running time of 113 minutes, there are stretches that seem overlong, but it is really not important, for Crosby is always on hand to liven things up with his throaty tones.

The script of Arthur Sheekman, based on a play by Samson Raphaelson, opens with Crosby neck-deep in "hock." After exhausting every trick to get the lazy Crosby to work on a new musical, his producer, Charles Coburn, hits upon a novel idea. He hires Miss Olson, a psychology student, to serve as Crosby's secretary, and dole out to him needed expense money only if he works. Through persistent suggestion and cajolery, the prim and proper Miss Olson nudges Crosby back to work.

Quite naturally, the two, at first adverse to one another, fall in love. The complications are provided by the fact that there is another man in Miss Olson's life, a brash young athlete played by Robert Stack, and another woman in Crosby's life, a scheming hussy, played by Ruth Hussey. Still another factor is getting a backer for the new musical. As it should, all problems are tied together in a neat bow in the finale. The audience at a "sneak" preview at New York's Paramount Theatre, howled lustily and frequently the other evening.

Others in the cast who turn in polished performances are Ida Moore, a fluttery and eccentric aunt of Miss Olson; Richard Haydn, an "angel" of odd ways, and Tom Ewell, aide to Crosby. Haydn also directed and Robert L. Welch produced most effectively.

Highlights of the show are two skits which Crosby does with Miss Kirsten and Marx. Among the songs are "Life Is So Peculiar," "Accidents Will Happen," and "Wouldn't It Be Funny?"

Running time, 113 minutes. General audience classification. For December release.

MANDEL HERBSTMAN

"When You're Smiling"

(*Columbia*)

ANYONE with an ear for modern music as purveyed by juke boxes and disc jockeys across the country is likely to be right at home with this specialty which rates about fair as general entertainment. Producer Jonie Taps has assembled a good assortment of recording artists for the offering, including Frankie Laine, Billy Daniels, the Mills Brothers, Bob Crosby and his orchestra, Kay Starr and The Modernaires.

The various and often good renditions of popular numbers are tied together with a routine story involving the unscrupulous head of a recording company heavily indebted to a bookmaker. He tries to marry off his attractive daughter to a young and supposedly wealthy Texas cowhand. The cowboy in turn falls in love with the pretty young secretary in the office, who is later instrumental in setting him on the road to becoming a singing star.

Jerome Courtland is the young cowhand; Lola Albright, the secretary; Jerome Cowan, the music publisher, and Margo Woode, his daughter.

Other performers include Collette Lyons, Robert Shayne, Don Otis, Ray Teale, Jimmy Lloyd and Donna Hamilton. The story was written by Karen DeWolfe and John R. Roberts. It was directed by Joseph Santley.

Running time, 75 minutes. General audience classification. For September release.

"Border Treasure"

(*RKO Radio*)

ADEQUATE values of an average Western are manifest in this Herman Schlom production, which was directed by George Archainbaud. It should satisfy Western fans. To Tim Holt falls the task of detecting the robbers of a pack train of treasure en route to Mexico. He does this despite his high-mindedness, some slow starts, and fuzzy antics of his comic sidekick, Richard Martin, cast as a whimsical Latin.

The story has Inez Cooper headed toward Mexico with the pack train of treasure, and John Doucette and House Peters, Jr., the bad men in town planning to rob her. After some false starts, during which Doucette is jailed after a fist fight with Holt, the gang succeeds; and it is then Holt's job, as public-spirited cowpoke, to get the evidence on them. This he does, and also with some cleverness releases Doucette from jail so the gangsters will fight among themselves. They do, and Holt and a sheriff's posse move in for the kill. Jane Nigh, as the bad men's girl, and a saloon singer, is responsible for the musical numbers.

Running time, 60 minutes. General audience classification. August release.

Landaiche Buys Theatre

NEW ORLEANS, Aug. 24.—Ernest Landaiche, supervising the distribution of Realart Pictures here, is now the owner of the Beach Drive-in and Bayview Theatre in Biloxi, Miss. He purchased the half interest owned by Douglas Smith, which also included a half interest in a local drug store.

Begin National Set-up

Operations have been established on a national scale by the special features division of Azteca Films, Inc., and Clasa-Mohme, Inc., distributors of specially selected Spanish-language pictures with English titles in the American market. New York offices have been opened.

Production Is Off Slightly; 22 Filming

HOLLYWOOD, Aug. 24.—The production tally dropped two points this week, for a total of 22, seven pictures starting, while nine were completed.

Started were: "Texas Rangers" and "The Romantic Age," Columbia; "Cherokee Uprising," Monogram; "Spoilers of the Plains" and "The Missourians," Republic; "Streetcar Named Desire," Warner; "Lights Out," Universal-International.

Completed: "When the Redskins Rode," "Born Yesterday" and "The Flying Missile," Columbia; "At War with the Army," Independent; "The Bowery Thrush," Monogram; "Passage West," Paramount; "Buckaroo Sheriff of Texas" and "Belle Le Grand," Republic; "Illegal Bride" (Fidelity), Universal-International.

'Boundaries' Test

(*Continued from page* 1)

film, "Curley," but the constitutional issue in that case was beclouded with other issues. In the "Lost Boundaries" case, the question is clearly drawn on the constitutionality of local censorship laws and ordinances.

Should the high court refuse to review this case also, it will be practically a complete setback to the industry's attempts to have films included under the guaranties of the First Amendment.

In its appeal, filed by attorneys Samuel I. Rosenman, Richard S. Salant and Ambrose Doskow, the RD-DR Corp. told the court that the old Mutual Film Corp. decision upholding state censorship "has long since lost its vitality and should now explicitly be overruled." Pointing out that the economics of the film industry require a mass audience and that censorship laws cut into this audience, the brief argued that "inevitably, the mere existence of such legislation as the Atlanta ordinance is a deterrent to the production of pictures on any controversial, or indeed on any thoughtful, subject."

The present case, the film company said, "affords the court with the opportunity to take the final and explicit step, clearly foreshadowed by its more recent decisions, which would bring motion pictures into their rightful place alongside other media of communication to which the protection of the First Amendment is extended."

Citing numerous instances in which Congress and other governmental agencies gave recognition to films as a medium of communication, the company said that this recognition was also reflected in the high court's Paramount case decision and was "completely irreconcilable with the view expressed by the court below that motion pictures are 'exhibitions and spectacles' not worthy of the protection of the First Amendment."

Majors and 'IA'

(*Continued from page* 1)

IATSE and its officials filed another answer in opposition to the appeals. The studios, in their answer, declared that "this case presents nothing more than an attempt by one union, defeated in a jurisdictional struggle with another, to utilize the Federal courts to avenge itself not only upon its victorious rival, but also upon the employers who were caught in the middle."

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FIRST

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 40 NEW YORK, U.S.A., MONDAY, AUGUST 28, 1950 TEN CENTS

$534-Million Film Income in 1948, Says U.S.

Increased 123% Above Previous Census Count

WASHINGTON, Aug. 27.—The last census of the motion picture industry taken by Uncle Sam shows that receipts of U. S. film distributors from rentals and other activities here and abroad amounted to $533,963,000 in 1948, about 123 per cent above the $239,697,000 total of 1939, the Census Bureau reported today.

This whopping increase, which compares with a mere 9 per cent jump in the 1929-1939 period, was the highlight of a preliminary report of statistics on film distribution gathered from film companies in the 1948 Census of Business, taken in 1949. Virtually every

(*Continued on page 6*)

$4,683,581 Profit In 6 Months for 20th and National

A six months' net profit of $4,683,581 was reported here at the weekend by 20th-Fox and its subsidiaries, which includes National Theatres and the Roxy Theatre. The total, which is after all charges include $1,525,841 representing income of prior years from countries with currency restric-

(*Continued on page 6*)

Corsi Slates Three Sept. Wage Hearings

New York State Industrial Commissioner Edward Corsi has scheduled three public hearings on the 50-75-cent per hour state minimum recommended recently by the Amusement and Recreation Minimum Wage Board which itself held several hearings since April 18.

Corsi's hearing schedule includes: Albany, Sept. 11; New York, Sept. 15; Rochester, Sept. 22. Management and labor representatives are free to state their opinions of the Board's recommendations at the hearings.

Business Upswing in 2nd Month; Looks Permanent

With the box-office upbeat in all parts of the country now contniuing into its second month and with the Labor Day holiday, traditionally good at box-offices, and autumn days just around the corner, many industry executives, with some natural skeptics among them, are beginning to believe that the recession has been licked and a definite turning point has been attained.

United Paramount Theatres' officials, with improved reports from over 1,000 theatres in all parts of the country before them, revealed on Friday that business on the preceding weekend, for the first time this year exceeded that of the corresponding weekend last year.

Similar reports of continuing im-

(*Continued on page 6*)

SWG Pledges War Support

HOLLYWOOD, Aug. 27.—The Screen Writers Guild membership has unanimously passed a recommendation "to support the war activities of the United States government and United Nations in the fight against the aggressor in Korea; to pledge its full manpower, abilities and talents to the President of the United States; to support the activities of the Motion Picture Industry Council and the Council of Motion Picture Organizations in their efforts to mobilize all patriotic Americans in the industry to give their fullest to winning peace and security for all peoples of the world."

The recommendation, offered by Harry Tugend, followed a report on MPIC activities by Allen Rivkin in which he stated a loyalty oath would be required of everyone who volunteered his cooperation in any industry preparedness program.

A resolution offered by Fred Niblo, Jr., which would have required all prospective SWG members to sign a

(*Continued on page 3*)

Allport Due Friday With British Report

LONDON, Aug. 27.—Although conferences between the American and British technicians' committee on the working details of the new Anglo-U. S. remittance agreement are continuing here, F. W. Allport, Motion Picture Association of America's London representative, will leave for New York by plane next Thursday, whether or not the formula has been final-

(*Continued on page 3*)

Kramer Due Here in Sept. on New Pact

"Showdown" talks between Stanley Kramer and United Artists are scheduled to be held on the producer's arrival here from the Coast on Sept. 10, the outcome of which will decide whether Kramer will renew his releasing deal with UA.

Kramer has two more pictures to deliver under his five-picture deal with UA. He will have "Cyrano de Ber-

(*Continued on page 3*)

Tax Revenue Is Going Up

WASHINGTON, Aug. 27.—Admission tax collections in July were on the increase, indicating, it is said, that business at box-offices is on an upswing. The Revenue Bureau today reported a July ticket tax income of $29,247,204, compared with $28,661,712 in July, 1949.

General admission tax collections in the February-through-July period, reflecting box-office business in the first six months of the year, were this year about four-and-a-half per cent below 1949, according to the Bureau.

Collections in the February-July period this year totaled $169,830,185, compared to $177,492,734 in the comparable period last year.

The general admission collections include admissions to theatres, sports events and other general entertainment admissions.

Mass. Prohibits Sun. 'Way Out' Showings

BOSTON, Aug. 27.—The Department of Public Safety has prohibited the showing in Massachusetts on Sundays of 20th Century-Fox's "No Way Out."

Company officials here said discussions on the action are continuing and they are hopeful that a solution will be reached within a few days.

The picture was screened for re-

(*Continued on page 6*)

See $250,000 For COMPO In First Year

Collections to Begin on Oct. 1 Through Exchange

Council of Motion Picture Organizations will get underway with its financial operations on Oct. 1 with a minimum of $250,000 likely to be collected in its first fiscal year, according to top-ranking industryites here.

Key COMPO officials state they would be disappointed with that amount and are hopeful it will be more but in any event the unofficial policy is said to be to approach less prominent theatremen with a minimum of haste in inviting participation.

Gross revenue of $600,000 yearly

(*Continued on page 3*)

Sears' Attorney Starts Contract Action Against UA

Enforcement of Gradwell L. Sears' employment contract with United Artists and payment of sums due him under the contract are sought in a New York Supreme Court action brought by Abraham Bienstock, attorney for Sears, late last week.

United Artists was served with the complaint in the action on Friday, Bienstock said. UA has 20 days in which to answer the complaint or ef-

(*Continued on page 6*)

MPAA Would Join 'Boundaries' Appeal

Washington, Aug. 27.—A spokesman for the Motion Picture Association of America said that if the U. S. Supreme Court agrees to hear the appeal in the "Lost Boundaries" censorship test case, the MPAA will probably file a "friend of the court" brief in support of the appeal.

RD-DR Corp. filed a petition last week asking the high court to review a circuit court decision upholding the constitutionality of local censorship laws.

Personal Mention

WILLIAM J. HEINEMAN, Eagle Lion Classics' distribution vice-president, and MRS. HEINEMAN, will leave here at the weekend for Cape Vincent, Can., to spend the Labor Day holiday.

•

SAMUEL PINANSKI, Theatre Owners of America president, and MRS. PINANSKI, have announced the engagement of their daughter, DORIS NATHALIE, to ARNOLD HOWARD DUNNE, son of MR. and MRS. SIDNEY DUNNE of Chestnut Hill, Boston.

•

JULIAN LESSER, president of Thalia Productions, and MRS. LESSER, are due back in New York Sept. 1 aboard the *S. S. Nieuw Amsterdam* after a tour of England, the Continent and Palestine.

•

JERRY TIERNEY, American Airlines public relations executive, is back in New York from the Coast where he handled a liaison assignment on an M-G-M production.

•

HAROLD LOEB, formerly of MOTION PICTURE DAILY'S editorial staff, will join the J. Walter Thompson Advertising Agency on Sept. 5 as a television casting director.

•

ROBERT L. LONG, who recently resigned as New Orleans representative for Southeastern Theatre Equipment Co., has entered business for himself outside the trade.

•

ERIC A. JOHNSTON, president of the Motion Picture Association of America, is due here today from Washington. He will depart tonight for Spokane.

•

MAX E. YOUNGSTEIN, Paramount Distributing Co. vice-president, will return to his desk today from a brief vacation at Montauk, L. I.

•

BORIS KAPLAN, Eastern talent head for Paramount, will be interviewed on the MARGARET ARLEN program on Sept. 1 over WCBS.

•

LYNN FARNOL, public relations counsellor, left here on Friday for a week's vacation in Northern Ontario.

•

CHARLES LEVY, Walt Disney Productions' Eastern publicity manager, is back here from a vacation.

•

DAN S. TERRELL, M-G-M exploitation head, is due to arrive here today by plane from the Midwest.

•

ED COHEN, former Eagle-Lion branch manager in Omaha, has joined 20th Century-Fox there as a salesman.

•

LOUIS HAYWARD, Columbia star, left here last night by plane for England.

•

TED R. GAMBLE left Seattle at the weekend for a 10-day vacation cruise.

Tradewise . . .

By SHERWIN KANE

THERE continues to be considerable dissatisfaction with the slogan "Movies Are Better Than Ever" expressed within the trade.

The slogan is direct, forceful and psychologically good. Repeated often enough, it is sure to make inroads into the attitude and opinion which prevailed among a large segment of the public a while back, which was that few, if any, pictures were worth seeing. Doubtless, it already has achieved some results in that direction—when it has been backed up by pictures that really are better than ever.

It cannot be denied, however, that it is not an apt slogan at all times and in all places.

We all have seen it in circumstances in which it was patently absurd and in which its use was likely to accomplish more harm than good.

On a recent motor trip covering large and small communities in seven Eastern and Southern states, this writer saw theatre fronts plastered with valances and marquee lettering proclaiming that "Movies Are Better Than Ever" where ancient reissues were the current attractions; where imported films of no notable box office stature were advertised, and where double and triple bills comprised of some of the most obvious quickies imaginable shared billing with the slogan.

Deserted theatre fronts were to be seen announcing to all who passed and read that "Movies Are Better Than Ever," while smaller signs on the locked-up fronts explained that the house was "Closed for the Summer—Will Re-Open in September" or "Closed for Alterations."

•

In such circumstances the slogan not only is rendered meaningless, but becomes untrustworthy and a caution to the wary or disappointed patron.

The slogan "Movies Are Better Than Ever" is only as good as the program which backs it up. It is a slogan which should be reserved for the widest possible use with the best and only the best, available programs. Then it will be remembered and believed by the satisfied customers; not scoffed at by the disappointed.

The industry needs a second, all-purpose slogan; one which will serve a public relations function under all circumstances. It should not be one which makes promises which, day in and day out, it is next to impossible to fulfill.

It is a matter which may well be worth some early attention within COMPO.

• •

When Abram F. Myers resigned as chairman of the tax and legislation committee of COMPO recently he left behind him a record for himself and the committee he headed which is, perhaps, unmatched in industry annals.

Not within the memory of this department has an industry group rallied the American public to an industry cause in numbers so great and time so brief as did the Myers' committee in its battle for Federal admission tax repeal in the late winter and through the spring of this year. Actually, the battle was won. Relief was certain, repeal possible. Only a conflagration in Asia, threatening the peace of the world, deferred the result.

•

Meanwhile, the public and the theatres have been brought closer together in common cause, defined for both by the Myers' committee. It was accomplished at a time when the theatres were in sore need of a *rapprochement* with the public. It is not unreasonable to assume that some portion of the increase in public support at the box offices over the past two months has been contributed by the bond welded between theatre and public by the COMPO committee on taxes and legislation.

And in the Congress new friends and champions of the industry were made. The few who stood opposed to admission tax relief were made singular by their lonely opposition.

In suspending its campaign, the Myers' committee, which included Art Arthur, Carter Barron, Julian Brylawski, Jack Bryson, Oscar Doob, Jay Emanuel, Marvin Faris, Rotus Harvey, H. M. Richey, and Mort Sunshine, reserved the right to renew the cause next year.

Given normal times then, the same committee or its successor must surely find the way to tax relief already cleared for it through the thoroughness and lasting soundness of the Myers' committee's labors this year.

Newsreel Parade

THE atrocities in Korea and the Canadian rail strike are current newsreel highlights. Other items include the UN session, sports and a baby show. Complete contents follow:

MOVIETONE NEWS, No. 69—Some 600 rescued from burning Canadian ship. G.I.'s charge Reds with atrocities in Korean war. Warren Austin accuses R[illegible] of lying at UN Council. Boxing thrill[illegible] Diving. Mass channel swim.

NEWS OF THE DAY, No. 303—Korean war report. UN is deadlocked. Rail strike in Canada. *SS Liberte* maiden voyage. Elizabeth Taylor home from abroad. Channel swim. U.S. tiger loose in Berlin.

PARAMOUNT NEWS, No. 2—Maiden voyage of *SS Liberte*. Fashions from Israel. Senate speeds action on Universal military training. Canada rail crisis. Korea: Red prisoners accused of atrocities. Mass channel swim.

TELENEWS DIGEST, No. 34-B—Atrocity report from Korea. Japan: Police force expanded. Washington: Defense Secretary Johnson urges youth training. Bulletins from Germany, Africa, England.

UNIVERSAL NEWS, No. 381—Rail strike in Canada. *SS Liberte* here. New Pershing tanks show their strength. Baby show. Nigerian Royalty. Korea: UN forces gain as Warren Austin nails Soviet lies.

WARNER PATHE NEWS, No. 108—*SS Liberte's* maiden voyage. Universal military training hearing. Baby show in Japan. Korean war. Korean atrocities. Mass channel swim. Motor polo. Great Americans: John Hancock.

North Central Allied Board Meets Sept. 6

MINNEAPOLIS, Aug. 27.—A Sept. directors meeting has been called here by North Central Allied president Ben Berger for a discussion of business conditions and to review various trade problems and other matters.

Berger and NCA counsel Stan Kane report that a regional meeting will be called soon for Duluth, following similar gatherings at New Rockford and Fargo, N. D., and Sioux Falls, S. D. The agenda will include forced percentage pictures for small grossing situations, forced buying and the increasing admission prices in some situations.

Rites Held Here for Dietz' Mother, 85

Funeral services were held yesterday afternoon at Riverside Memorial Chapel here for Mrs. Julia Dietz, 85, mother of Howard Dietz, M-G-M advertising-publicity vice-president. Mrs. Dietz, widow of Herman J. Dietz, died Friday morning at her New York home.

Other survivors include another son, Charles Dietz, associated with M-G-M in Detroit, and two daughters, Mrs. Sadie Hyams of New Haven and Mrs. Bert Bernstein of New York.

Lazarus Takes Over Columbia Post Today

Paul N. Lazarus, Jr., will take over his new post of studio representative at the Columbia home office here today. Accompanied by Columbia vice-president Nate Spingold he returned to New York on Friday from studio conferences on the Coast.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the America and $12 foreign; single copies, 10c.

$1,800,000 Trust Action

DETROIT, Aug. 27.—Damages of $1,800,000 are sought against United Detroit Theatres Corp. and eight distributing organizations in an anti-trust suit filed here by the Palmer Park Theatre located in Highland Park, a suburb of Detroit.

Included among the defendants were Warner Brothers, Paramount, Loew's, United Artists, RKO, 20th Century-Fox, Columbia and Universal.

The suit accuses the defendants of maintaining a monoply in restraint of trade in the distribution of films in the Detroit area. Under an alleged rigid agreement forced upon the plaintiff theatre as a condition of showing the defendant's films, the Palmer Park said it must wait for the "fourth run" before it can show any of the defendant's films, the suit charged.

The suit explained that new films are shown first in the major downtown theatres and then go into a second-run at the larger outlying theatres, and only after a third of "key run" at some of the neighborhood houses do theatres like the Palmer Park get an opportunity to show the films, the suit set forth.

The suit further charged the defendants with exercising their monopoly by forcing a uniform admission price scale on theatres.

The suit declared that the theatre suffered $600,000 in actual damages as a result of the alleged monopolistic practices and asked that triple damages be assessed in accordance with penalty provisions of the Sherman Anti-Trust Act.

$13,695,000 Taxes Paid to States

WASHINGTON, Aug. 27.—State governments collected $13,695,000 in taxes on admissions and amusements during the year ending June 30, the U. S. Census Bureau reported here today.

This was a considerable drop from the $14,938,000 collected in the 1949 fiscal year and an even greater drop from fiscal 1948 collections of $17,159,000—the all-time high.

The same number of states, 33, had admission taxes as in the two earlier years, according to the Bureau.

Census officials said they had no information on whether states had lowered the tax rates, and so could not say how much of the drop in collections was due to a drop in business. No breakdown was available, either, as to how much of the receipts came from motion picture theatres, although Census officials said that a few states included their receipts from film taxes in their reporting of pari-mutual receipts, and thus the two factors might balance out and the amusement total be a rough indication of taxes actually collected from theatres.

State collections from license and privilege taxes on theatres and other amusements rose from $3,772,000 in fiscal 1949 to $4,646,000 in the 1950 fiscal year, with 37 states levying such taxes in the later period, compared to 32 in the earlier 12 months.

Although in the 1950 fiscal year, 28 states levied general sales taxes, against 27 the year earlier—Florida being the new sales tax state—receipts rose only from $1,605,554,000 to $1,678,571,000. This represented nearly one-fifth of the total state tax yields in fiscal 1950.

The Need is For Fewer But Better Films: Mankiewicz

Fewer but better pictures is the answer to present box-office needs, Joseph Mankiewicz, 20th Century-Fox director, and president of the Screen Directors Guild, declared here at the weekend. Many pictures are being made that should not be, in order to meet the exhibitors' need for product, he said.

Mankiewicz declared that he is not an "exhibitor baiter" and did not want to get into any argument with them, but asserted that some of th worst terms given by legitimate theatres for plays are frequently better than some of the best terms given for Hollywood pictures. Citing "The Search," he said that there was something wrong when the public pays $3,000,000 to see a picture, while the makers get no profit.

Mankiewicz asserted that the aim of the SDG is to improve screen production and by that, he said, he meant television too. He said SDG has to offer the television director "25 years of experience." In television, he declared, the director is not in control, and the SDG has as its aim the protection of his rights to cut and present pictorially, etc.. "Our purpose is to secure for the television director those privileges and rights we know directors should have in order to secure film quality."

Screen Guild Benefit Show Opens Sept. 7

Hollywood, Aug. 27.—Screen Guild Players will resume on the American Broadcasting network on Sept. 7 with the time period extended from a half hour to a full hour. The first program on the new fall series will be the radio adaptation of 20th Century-Fox's "Twelve O'Clock High," starring Gregory Peck, who appeared in the original screen version.

All of the stars who appear on the program serve without pay, the broadcasts being conducted for the benefit of the Motion Picture Relief Fund. Huntley Gordon produces, William Lawrence directs and Harry Kronman does the writing.

Bergen at Premiere Of His Warner Film

Sparking the events planned for the world premiere of Warners' Bros. two-reel Technicolor short subject, "Charlie McCarthy and Mortimer Snerd in Sweden," at Radio City Music Hall, Minneapolis, on Sept. 29, will be the personal appearance of Edgar Bergen. The Minneapolis *Star-Journal* is sponsoring the premiere, which will be in conjunction with the opening of Warner's Technicolor production, "Tea for Two."

Bergen, who filmed the short himself on his recent trip to Sweden, will be honor guest at a banquet sponsored by the *Star-Journal* the night before the premiere.

Allport Due Friday

(*Continued from page* 1)

ized by them.

The committee's work involves reaching agreements on the percentages of the amounts invested by American companies in British production, or of sums realized from distribution of British pictures in America, which are to be applied as bonus conversions of sterling over and above the $17,000,000 base. Board of Trade officials here believe the work may not be completed until shortly before the new agreement is effective on Oct. 1.

Allport's trip is plannd partly for the purpose of reporting on progress and partly as a vacation. George Canty, MPAA's Italian representative, is here and will act for Allport during his absence.

Kramer Due Here

(*Continued from page* 1)

gerac" ready next month and the final picture may be ready for delivery in December. Thus, he will be prepared to talk a new deal with UA and others when he arrives here from the Coast. Both Paramount and Columbia are reported ready to negotiate with him.

Kramer is said to have decided on the "showdwn" visit here after Frank L. McNamee, UA president, and Max Kravetz, secretary, postponed trips to the Coast to describe the new UA set-up, which Kramer had been advised four weeks ago they would make.

SWG Pledges Suppor

(*Continued from page* 1)

non-Communist affidavit failed to pass due to a lack of a quorum.

SWG also approved a plan, outlined by John Larken, who flew in for the weekend meeting following conferences with Eastern writer organizations, for launching contract negotiations immediately with television nets.

Smaller Theatres Will Seek Reductions in Film Rentals

OMAHA, Aug. 27.—Film company sales managers will receive a plan to determine film rentals in smaller situations to allow those theatres to show a profit, Charles Niles of Allied Theatre Owners of Iowa and Nebraska, discloses.

His disclosure came after a "film clinic" and membership meeting here conducted by unit president Al Myric, Elmer Huhnke, and himself.

The exhibitors' meeting, at the Castle Hotel, decided to issue a special "efficiency buying guide" developed at regional meetings.

Have a Spot o' Tea, Mayor, Courtesy WB

Albany, N. Y., Aug. 27.—Mayor Erastus Corning was presented on Friday with a gold tea set by Warner starlets Camille Williams and Ann Zika.

Tie-up? You guessed it. . . Company's "Tea for Two" which will begin an engagement at the Strand here on Wednesday.

The girls are on a 13-city tour as part of the picture's promotion.

The tea industry likes the idea.

COMPO Collections

(*Continued from page* 1)

for the operations of COMPO is believed possible but not until the very distant future.

The figure of $250,000 was the average of conservative estimates given by New Yorkers who were active in the War Activities Committee. They expect the pattern of WAC's collections during World War II will be followed to a large extent with COMPO, that is, with the same organization-minded exhibitors carrying the financial load for all.

A few outstanding exhibitors are still holding out, it is understood, but, it is hoped they will come into the COMPO fold shortly.

Job of Education

It was said here that there still remains a job of education to be done in some exhibition quarters, where theatremen in outlying areas are likely to be found who are not even aware of the existence of COMPO.

The all-industry association's initial aim, of course, is to bring in the circuits and large individual theatres for the obvious reason that the amount of a theatre's film rental determines its contribution. When this segment of exhibition is enlisted the idea is to seek the participation of the smaller accounts, it is understood.

The collections to begin on Oct. 1 will be made by exchanges in all areas throughout the country through film billings for September, to be accompanied by a statement for a contribution to COMPO where the exhibitor so volunteers. The distributor will match the exhibitor's contribution which will be at the rate of one-tenth of one per cent of his film rental. Advance payments for COMPO's current expenses already have been made by some distributors and exhibitors.

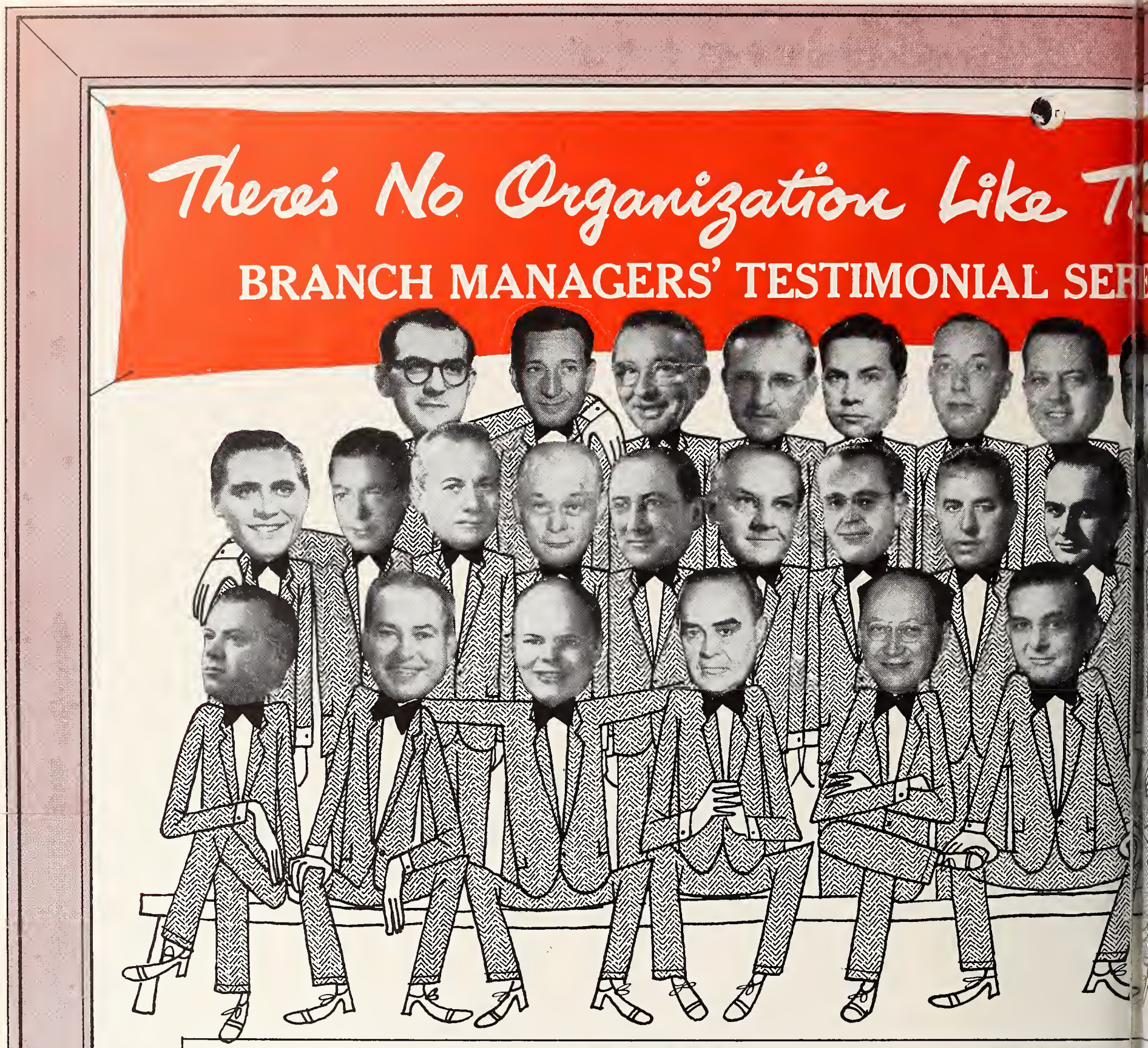
COMPO revenue will be forwarded to the home offices, according to the geenral plan, which will turn it over to COMPO in New York. Each distributor is free, of course, to set up its own machinery for the collections.

Present plans also call for a COMPO office in Hollywood where closer contact with studio groups could be maintained.

George Fishman's Father

PHILADELPHIA, Aug. 27.—Funeral services were held today for Morris Fishman, 70, father of George Fishman, Warner Brothers' field representative in this territory, at Asher-Berschler Funeral Chapel. Fishman, who was a film salesman in the old Lubin days, died suddenly from a heart attack Friday morning. He retired six years ago due to ill health.

THE HAPPY BOSSES ARE B



*Reading from L. to R.–seated–***DANIEL R. HOULIHAN,** *Albany;* **FRED R. DODSON,** *Atlanta;* **JAMES M. CONNOLLY,** *Boston* **CH**
Charlotte; **TOM R. GILLIAM,** *Chicago;* **JOSEPH B. ROSEN,** *Cincinnati;* **IZZY J. SCHMERTZ,** *Cleveland;* **MARK SHERIDAN,**
JOE J. LEE, *Detroit;* **TOM O. McCLEASTER,** *Indianapolis;* **JOE R. NEGER,** *Kansas City;* **CLYDE W. ECKHARDT,** *Los Angeles;*
lis; **GERRY CHERNOFF,** *Montreal;* **BENJAMIN A. SIMON,** *New Haven;* **WILLIAM BRIANT,** *New Orleans;* **SAM E. DIAMO**
*3rd row–***SIEG HOROWITZ,** *Philadelphia;* **AL LEVY,** *Pittsburgh;* **CHARLES F. POWERS,** *Portland;* **CHARLES L. WALKE**
St. John; **GORDON F. HALLORAN,** *St. Louis;* **CHILTON L. ROBINETT,** *Seattle;* **PETER MYERS,** *Toronto;* **JAMES E. PATTE**

There's No Business

BOOK THE INDUSTRY SHORT FOR DISABLED AMERICAN VETERANS —"ON STAGE EVERY

K...BY POPULAR DEMAND!

O, *Buffalo;* **VERNON M. SKOREY,** *Calgary;* **JOHN E. HOLSTON,**
. DUGAN, *Denver; 2nd row—***RALPH PIELOW, JR.,** *Des Moines;*
emphis; **JACK H. LORENTZ,** *Milwaukee;* **MOE A. LEVY,** *Minneapo-*
ARION W. OSBORNE, *Oklahoma City;* **JOE E. SCOTT,** *Omaha;*
; ALEX W. HARRISON, *San Francisco;* **REGINALD G. MARCH,**
C. GLENN NORRIS, *Washington;* **JOSEPH H. HUBER,** *Winnipeg*

NOW! From the men and the company who always deliver for you...

3 QUALITY PICTURES A MONTH!

ike 20th Century-Fox Busines!

$534-Million Income

(*Continued from page* 1)

distributor was covered.

The 1948 total was 142 per cent higher than the $220,606,000 collected in 1929.

The survey also showed that domestic distributors reported $407,120,000, or about 76 per cent of the $534,000,000 total, while distributor exports accounted for the remaining 24 per cent, or $126,843,000.

Broken down another way, $378,138,000, or 70.8 per cent of the $534,000,000 total came from rentals from commercial theatres in the U. S. Another $147,597,000 came from rentals from other theatres, mostly commercial theatres overseas although to some extent from non-commercial showings here and abroad. The remaining $8,228,000 came from merchandise sales and receipts for services, including receipts from the sale or rental of projection apparatus, receipts for repair service and similar activities.

The 1948 census figures were based on returns from 651 establishments primarily engaged in distributing commercial films. The 1939 census had returns from 530 establishments, while the 1929 census had 533 returns.

Establishments distributing theatrical features are the principal type included in the census although distributors of newsreels, trailers, shorts and similar films are covered. The figures do not include businesses primarily engaged in distributing educational, advertising, industrial or 16mm. films, nor agents and brokers, film buying and booking agents, and firms chiefly operating in the field of television.

28 Organizations

While the survey tabulated reports from 651 separate "establishments," the Census Bureau noted that "the motion picture film distribution field in 1948 consisted of 28 organizations which operated establishments at more than one location and 161 independent businesses which operated at only a single location.

Of the 651 establishments in the 1948 Census, 609 were in domestic business and 42 in exporting. The domestic distributors included 394 producer-distributor establishments and 215 independent distributor establishments.

The 394 domestic producer-distributor establishments had total receipts of $379,279,000, including $356,997,000 in rentals from U. S. commercial theatres, $14,573,000 in rentals from other theatres, and merchandise sales and miscellaneous receipts of $7,709,000.

The 215 domestic independent distributor establishments had $27,841,000 total receipts. This broke down into $21,141,000 in rentals from commercial theatres in the U. S., $6,414,000 in rentals from other theatres, and $286,000 in miscellaneous receipts.

The 42 exporter distributors had total receipts of $126,843,000, of which $126,610,000 came from rentals and $233,000 from miscellaneous activities. No comparable figures were obtained in 1939.

New York City ranked first among the 31 exchange centers in the country in 1948, with distributor receipts of $191,757,000 or 35.9 per cent of the national total. This was a 360 per cent increase over the $41,699,000 collected in that exchange area in 1939. New York City, naturally, was also the principal export city.

Four other exchange centers besides New York reported receipts in 1948 of over $20,000,000. In descending order, they were Los Angeles, Philadelphia, Chicago and Boston. These centers did not, however, show the greatest increase in receipts during the 1939-1948 period. From the standpoint of showing the greatest increase in receipts during the nine years, the ranking was, after New York, Atlanta, San Francisco, Charlotte, Dallas, Oklahoma City, Memphis, Portland, Ore., and New Orleans. These centers increased receipts anywhere from 129 per cent to 106 per cent above the 1939 total.

17,146 Paid Workers

The payroll of the 651 distribution establishments totaled over $64,387,000 for the year, or 12 per cent of the total receipts. For the work-week ended nearest Nov. 15, there were 17,146 paid employes, receiving a weekly pay roll of $1,243,000 or an average of $72 per week. These figures include executives and salaried officers of corporations but not proprietors of unincorporated businesses.

In the 1939 census, total annual payroll was $21,195,000. For the similar week, there were 11,332 employes. No payroll figure for that week was given.

Total operating or overhead expenses in 1948, including payroll but not the cost of film, amounted to $109,139,000 or 20.4 per cent of total receipts. Payroll amounted to 60 per cent of operating expenses. In 1939, operating expenses amounted to $33,839,000 or 13.9 per cent of receipts. In 1929, operating expenses were 15.7 per cent of receipts.

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Review

"Saddle Tramp"

(*Universal-International*)

A GOOD Western with good names, further enhanced by Technicolor, "Saddle Tramp" presents Joel McCrea as a happy-go-lucky cowhand forced to take life more seriously when he finds his friend has been killed and he takes over the four young surviving sons.

With this as the theme producer Leonard Goldstein has brought to the screen a Western which employs much fist and gun fights, some saddle-burning riding, feuds between neighboring ranchers, a touch of romance, and cattle rustling, photographed against the rugged and picturesque Nevada countryside.

McCrea gives his usual capable performance as the slow and soft-speaking cowboy who becomes a fighting fool when aroused. Wanda Hendrix is the girl who enters his life when she flees a cruel uncle and makes camp with the children. John McIntire and Jeanette Nolan are the ranchers for whom he works, while John Russell is the ranch foreman stealing the cattle and making it appear as though it has been done by a neighboring rancher. McCrea exposes this plan according to the usual formula. The story and screenplay, by Harold Shumate, moves along at an easy pace. Hugo Fregonese directed.

Running time, 77 minutes. General audience classification. For September release.

Business Upswing

(*Continued from page* 1)

provement came from other circuit officials and from distribution heads.

Trade attention to the upbeat in business was first called by Nate J. Blumberg, Universal president, at a trade press conference here late in July. Spyros Skouras, 20th Century-Fox president, again called it to the attention of the trade press at a conference early this month.

Most observers are giving Hollywood producers a large share of the credit for the upturn and its continuation. They feel that a continuing flow of better product is reversing the public's attitude toward motion pictures; that where formerly a large segment of the public was indifferent to the screen, believing most or too many pictures were not good, they now are swinging the other way and believe that most pictures are good or better than they were.

Public disappointment in and dissatisfaction with television programs also is believed to be helping the reaction. Many die-hards now are convinced there is a better show to be had in theatres than in the living room.

Sears' Contract

(*Continued from page* 1)

fect a settlement before the suit is formally filed with the court clerk. Details of the action were not divulged, pending the formal filing.

Sears reportedly received an annual salary of approximately $100,000 under his employment contract which specified that he should be a top executive of the company. Under it, he was originally vice-president in charge of distribution and subsequently was elected president of UA.

When the new UA management, headed by Paul McNutt, Frank McNamee and Max Kravetz, took over early in July Sears was in New York Hospital recovering from a heart attack. Salary payments to him were stopped and have not been resumed. In addition, Sears' contract originally called for a lump payment on severance of his association with the company or, in the event of his death, to his estate. Reportedly, this was subsequently revised to provide for payments of $35,000 annually for a 10-year period in the event of his separation from the company.

20th-Fox Profit

(*Continued from page* 1)

tions, which is now dollar incom
After deducting dividends on pri
preferred and convertible preferr
stocks, the consolidated net earnin
amounted to $1.59 per share on t
2,769,161 shares of common stock ou
standing. The period involved we
the 26 weeks ending last July 1.

Consolidated net earnings after a
charges reported by the corporati
for the comparable 2[illegible]eeks of 194
were $5,695,679, wh[illegible]after deduc
ing preferred dividends amounted
$1.95 a share on the 2,769,118 shar
of common stock then outstanding

Consolidated net earnings of 20
Century-Fox and subsidiaries, inclu
ing National Theatres and the Ro
Theatre here were $2,842,551 for t
second quarter ended last July
After deducting dividends on pri
preferred and convertible preferr
stocks, this amounted to 98 cents p
share of common stock. Earnings f
the first quarter of 1950 were $1,841
030. Earnings for the second quart
of 1949 on a comparable basis we
$2,677,943, equal to 91 cents per sha
of common stock.

A comparison of the 26 weeks
1950 with the 26 weeks of 1949,
disclosed by the company, follows:

"A substantial portion of the decli
in film rentals took place in the fo
eign field and was caused by t
devaluation of foreign currencies
Sept., 1949.

"Approximately half of the decli
in theatre receipts is attributable
the divestment of joint interests
about 50 theatres in compliance wit
Federal Court orders in the gover
ment anti-trust action. However, th
will be partially offset by the rece
acquistion of 15 additional theatres
Northern California. These add
tional theatres were acquired in e
change for a minority stock interest

The company reported film renta
of $43,005,675 for the first six month
of 1950, and $46,134,160 for the sam
1949 period. It also reported theat
receipts of $30,227,521 for the 19
period and $38,366,216 for 1949, an
total income of $73,227,521 for the si
months of 1950 and $84,500,376 fo
1949.

Mass. Prohibits

(*Continued from page* 1)

ligious, racial and civic organization
representatives at the Department
Public Safety here on Friday.
majority of those present concurre
with the Department's action, ther
were a few dissenters and some wh
thought the picture should not be pub
licly exhibited. They contended tha
it contributes nothing to the solutio
of the Negro problem of which
treats and felt that mob and ri
scenes were objectionable, amon
other things.

Organizations represented at th
screening included the Urban Leagu
Freedom House, Boston branch of th
National Association for the Advance
ment of Colored People, St. John'
Episcopal Church, Anti-Defamatio
League of the American Jewish Con
gress of Boston, St. Mark's Congrega
tional Church, the Community Cen
ter, the Jewish Community Counci
the American Council on Huma
Rights and the Boston Labor Com
mittee to Combat Intolerance.

In New York last week civic group
protested the banning of the pictur
by the Chicago police censor and 20t
Century-Fox said it would contes
that action.

Dear Al:

You've got the "GOODS"

on "The Admiral Was a Lady"

FROM HOLLYWOOD REPORTER

"Gives United Artists the dizziest, brightest comedy it has enjoyed in seasons. A sizeable money-maker!"

In "The Admiral Was a Lady," **producer-director Albert S. Rogell gives United Artists the dizziest, brightest comedy it has enjoyed in seasons.** The original screenplay is a gem of a writing job, boasting as it does an off-the-beaten-track plot that builds into hilarious situations and a most charming romance. Rogell casts the piece to near perfection and his directorial finesse shows in the clever bits of business that dot the action and in the fast and furious pacing of the proceedings. To really make "The Admiral Was a Lady" the tip top show its material warrants, Rogell would do well to eliminate some running time from the last 20 minutes when the plot begins to wear thin and the proceedings become redundant. "Admiral" is the kind of show audiences will talk about and if given proper bookings and exploitation it will turn into a sizeable money-maker.

The story is an account of four members of the 52-20 club whose destinies are presided over by Edmond O'Brien, a glib, resourceful young man with a pronounced aversion to work. Yet he and his cohorts devote nearly all their waking hours to the task of promoting livelihoods without accepting a salary. The kick of the opening sequences is in the adroitness with which O'Brien manages the assignment. Their happy communal life is disturbed with the arrival of Wanda Hendrix on the scene. She is a pretty little ex-Wave from Walla Walla trying to catch up with a boy-friend who evidently has jilted her. As it turns out the missing fiance is in the clutches of Hillary Brooke, the divorced wife of juke box king Rudy Vallee. The business mogul wants Hillary back in order to latch on to some of the fortune he has settled on her. Consequently by threatening O'Brien with an offer of work which would automatically take him off the unemployment rolls, Vallee is able to insist that the four ex-soldiers keep Miss Hendrix from going back to Walla Walla. Vallee reasons that if she's around to claim her betrothed he will have a chance of retrieving Miss Brooke. From here the complications become completely screwy but straighten out in time for the inevitable clinch between Miss Handrix and O'Brien.

Edmond O'Brien plays the strategist with verve, charm, and a thorough sense of how to register a laugh. This lad is really catching on as a personality. You like him from the moment he steps on the screen. Wanda Hendrix, pretty and pert, makes much of the jilted girl. Rudy Vallee in one of those fussy men parts he plays so well scores throughout. Johnny Sands brings gracious juvenile talent to the spot of one of the soldiers. Richard Erdman is especially good as the ex-taxi driver who learns to live the life of a promoter, and Steve Brodie completes the amiable quartette with a sock performance of a former pug. Hillary Brooke registers decisively as the slippery wife of Vallee. Richard Lane, Carry Owen, and Fred Essler

FROM HOLLYWOOD VARIETY—"A neatly contrived comedy, played fast and for laughs!" "The Admiral Was a Lady" is a neatly contrived comedy, played fast and for laughs. It should get them in its general release. **Footage is fluffy but fun as producer-director Albert S. Rogell unreels the broad situation comedy** and the cast headed by Edmond O'Brien and Wanda Hendrix make the most of it to insure favorable reaction from ticket buyers.

•

"A light and frothy farce-comedy built for laughs —which it will get in good measure. Amusing and entertaining. An attendance-puller which will get good word-of-mouth publicity. A welcome change from heavy dramas, whodunits, and action - for - action - sake film !" **— SHOWMEN'S**

•

"The Admiral Was a Lady" is a delightful comedy. There is not a dull moment in the film. Action is fast and laughs come so close together the audience hardly has time to get its breath between them. Direction is right on the ball, too. **—LOS ANGELES EXAMINER, Friday, Aug. 4, 1950**

•

"Diverting. Played with spirit for laughs. Well done !" **— FILM DAILY**

•

"Ranges from gentle farce to unrestrained slap-slapstick. A fast, light, pleasant attraction !" **— HERALD**

•

"The Admiral Was a Lady" launches lots of laughs." **— LOS ANGELES MIRROR, Friday, Aug. 4, 1950**

•

"The Admiral is a breezy, zany comedy." **— LOS ANGELES TIMES, Friday, Aug. 4, 1950**

FROM WEEKLY VARIETY

"Will rate a lot of laughs in its release. Fast pace and geared strictly for fun!"

"The Admiral Was a Lady' is a neatly concocted piece of fluff that will rate a lot of laughs in its general release. **The pace is fast and geared strictly for fun as handled by Albert S. Rogell and the hard-working cast.** All concerned set it up for a favorable reception.

It's a boy-meets-girl plot with a nifty trimming of complications and bits of business that keep it continually paying off. Setting is postwar and brings together an ex-WAVE and a group of four vets now making use of the 52-20 Club for an easy living. Basically, it concerns the four males' efforts to find the WAVE's missing boy-friend on threat of being put to work if they fail. Nemesis is a juke-box king whose wife is chasing the boy-friend.

There's no doubt that Edmond O'Brien, leader of the 52-20 group, and Wanda Hendrix, the WAVE, will wind up in a clinch before the footage is over, but Rogell's direction, and the original script by Sidney Salkow and John O'Dea keep the development spritely and interesting as the plot works up to the finale. Broad hilarity is the keynote, and among the toppers

★

ALBERT S. ROGELL and JACK M. WARNER

presents

EDMOND O'BRIEN • WANDA HENDRIX

in

"The Admiral Was a Lady"

with **RUDY VALLEE** . Johnny Sands
Steve Brodie . Richard Erdman
Hillary Brooke . Richard Lane

Produced-Directed by ALBERT S. ROGELL

Co-Producer Edward Lewis

A Roxbury Production

Released thru United Artists

Produced and Directed by

ALBERT S. ROGELL

THE FIRST OF TWO FOR UNITED ARTISTS

These Are The Facts About

Sunset Boulevard

IN NEW YORK: 2nd week, Radio City Music Hall, broke all-time non-holiday week record that the 1st week set. Now 3rd week—same terrific pace!

OUT OF TOWN: Held over in 12 out of its first 15 sensational test engagements—wh included big and small situations!

"TERRIFIC IN ALL OPENINGS": Says Variety's National Box-office survey, reporting it industry's number 1 money-maker today!

"SUNSET BOULEVARD" starring William Holden, Gloria Swanson, Erich von Stroheim, with Nancy Olson, Fred Clark, Lloyd Gough, Jack Webb • and Cecil B. DeMille, Hedda Hopper, Buster Keaton, Anna Q. Nilsson, H. B. Warner, Franklyn Farnum Produced by Charles Brackett Directed by Billy Wilder • Written by Charles Brackett, Billy Wilder and D. M. Marshman, Jr.

PARAMOUNT HAS THE PRODUCT PAYING OFF BIGGEST TODAY

"Sunset Boulevard," Bob Hope's "Fancy Pants" (Technicolor), Hal Wallis' "Th Furies," Hal Wallis' "My Friend Irma Goes West"—and soon "Union Statio

FILE COPY
DO NOT REMOVE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 41 NEW YORK, U. S. A., TUESDAY, AUGUST 29, 1950 TEN CENTS

Johnston Hits Attackers of Film Industry

Says US Has Been Aided In Communist Struggle

WASHINGTON, Aug. 28.—Eric A. Johnston, president of the Motion Picture Association of America, today stoutly defended the film industry against charges of failing to do its part in this country's struggle with Communism.

It very definitely has done its part, Johnston said, and cited a long list of films to back up his statement.

Johnston expressed his views in a letter to H. E. Wilkes, of Oklahoma City, who had sent the MPAA president a copy of a letter to Senate Commerce Committee Chairman

(*Continued on page 6*)

ELC Plans Offices In France, Denmark

Eagle Lion Classics will open offices in France and Denmark, the latter one early next year, and the former in a month or so, it was disclosed here yesterday by Samuel L. Seidelman, foreign sales manager.

Seidelman, who has just returned

(*Continued on page 6*)

Pathe 'Collarites' Strike Due Today

Forty office workers at the Pathe Laboratory here are scheduled to strike this morning in consequence of failure to reach an agreement with the company on wage increases and retroactive pay in a new contract, it was reported last night by Russell Moss, executive vice-president of IATSE Motion Picture Home Office Employes Local No. H-63. The local has been without a contract at Pathe since Aug. 31, 1949.

Moss said he is confident that none of the 300 members of the craft unions at Pathe will cross picket lines. This may affect production of Warner Pathe newsreels and other films. An issue of the reel was slated to be processed at the laboratory today.

Income Firm At N.Y. Runs

Business continues at a good clip at the majority of New York's first-runs, although they are down some from the past two weeks with a normal drop-off on holdovers. The weekend was warm and bright and crowded the beaches, a competitive factor for many of the showcase runs.

Still in the spotlight is "Sunset Boulevard" with a stage show at the Music Mall where capacity business has been the rule, not the exception, throughout the run. The show drew

(*Continued on page 3*)

Capacity at Upstate Tribute to Phil Fox

BUFFALO, Aug. 28.—There was a capacity house at the big Phil Fox testimonial tonight at the Transit Valley Country Club. The event was staged in honor of recently-promoted Fox to the management of the Cincinnati Columbia exchange after many years in a similar post here. It was sponsored by Tent No. 7, Variety Club of Buffalo, and guests came from near and far.

The celebration began in the afternoon with golf and other games. A banquet was staged at seven o'clock and dancing followed. Elmer F. Lux, chief Barker, presented a set of silver to Fox. Dave Miller of U-I was master-of-ceremonies. Jack Mundstuk of M-G-M was in charge of reservations and the ticket committee was composed of Jack Chinell, Harry Birkson, Gus Basil, Tom Walsh, Harry Berinstein, Abe Harris, Jim Fater, Jack Bullwinkle and Lux.

Among out-of-towners attending were: Toronto, Louis Rosenfield, H. Harnick, A. B. Cass, I. Coval Martin

(*Continued on page 6*)

QP Award Will Go To Shaffer Today

Willis Shaffer, who won the top Quigley Award in *Motion Picture Herald's* last "Managers Round Table" showmanship competition for small situations in the competition for 1949 entries, held last March at the Waldorf Astoria Hotel here, will be handed the winning plaque by Elmer C. Rhoden, head of Fox Midwest Theatre, at the 21st annual showmanship meeting of Fox Midwest Theatre, this morning. The meeting will be held at the Hotel Muehlebach, Kansas City, today and tomorrow.

Walter Brooks, director of the "Managers Round Table," flew from New York last night to be present when Shaffer receives the plaque, which he won while at the Atchison Theatre, Atchison, Kan. He is now city manager for Midwest in Hutchinson, Kan.

19,213 Bookings to Start 20th's Drive

The 20th Century-Fox branch managers testimonial will get off to a record start this weekend, reported Andy W. Smith, Jr. distribution vice-president yesterday (Mon.)

Starting this weekend 19,213 feature bookings will get under way, according to reports from the company's 37 branch managers in the U. S. and Canada. This represents a boost of 42 per cent over total bookings in Labor Day holiday week 1949.

In addition, 452 theatres will start playing "The Black Rose" in 448

(*Continued on page 6*)

Non-Formula Subjects Defended by Grainger

Circuit operator Harry C. Arthur's plea for "entertainment for the masses" and abandonment of weighty themes in motion pictures has drawn a nod of agreement, "in principle and in part," from E. C. Grainger, president of Jamestown Amusement. But the latter takes issue with Arthur on the matter of "pioneering," that is, the use of "different" subject matter.

Grainger, in a letter to Arthur, stated:

"Basically, exhibitors should be in-

(*Continued on page 3*)

Allied Reservations For Meet 30% Ahead

PITTSBURGH, Aug. 28.—Reservations for the Allied States Association of Motion Picture Exhibitors National Convention are running thirty per cent ahead of last year, William Finkel, convention chairman, reported here today. Pittsburgh's William

(*Continued on page 3*)

Brandt in New Hughes Accord On RKO Stock

Many Points Set; Says Both Confident of a Deal

Both Howard Hughes and Harry Brandt are confident that the deal for shifting control of the new RKO theatre company upon its formation to Brandt's Trans-Lux Theatre Corp. will be consummated, Brandt said here yesterday.

He said that he and Hughes came to "full agreement" on terms, although necessarily there are some points yet to be cleared, and there are no obstacles in the path of closing the deal, and none is anticipated.

Actual signing of the pact has been delayed for the reason that certain legal clearances are required, including approval by the Securities and Exchange Commission, the New York Stock Exchange and finally by stockholders of Trans-Lux and the holders of the RKO theatre stock when it is issued.

Thus, the actual finalization of the

(*Continued on page 6*)

20th-Fox Continues Decree Negotiations

WASHINGTON, Aug. 28.—Consent decree talks between 20th Century-Fox attorneys and Justice Department officials were resumed here today, and indications were they would go on for

(*Continued on page 6*)

400 from Drive-ins Due at TOA Meet

Dallas, Aug. 28.—Claude Ezell, pioneer drive-in builder, will head the drive-in committee at the convention of the Theatre Owners of America in Houston, Oct. 30-31, Nov. 1-2, according to Gael Sullivan, TOA executive director.

Ezell said in accepting the appointment, that "now, more than ever before, the drive-in and the regular theatre have much the same problems. They should get together to work out mutual problems vital to more efficient operation." Sullivan said more than 400 drive-in members are expected.

Aid of 7,700,000 Pledged for 'Louisa'

WASHINGTON, Aug. 28.—Following a special screening of U-I's "Louisa" for executives of the General Federation of Women's Clubs and social leaders and other distinguished guests, at the Academia Theatre of the Motion Picture Association of America, the Federation through its president, Mrs. Hiram Houghton has pledged Universal-International all-out support of the film among the Federation's 7,700,000 members from Coast-to-Coast. The endorsement of the film by the Federation follows the action of the New York City Federation in designating "Louisa" as the best family comedy of the year and giving a special award to the motion picture industry and to U-I.

Schneider, Starr of W.B. Are in London

LONDON, Aug. 28.—Samuel Schneider, Warner vice-president, and Herman Starr of the company's music holding department, arrived here today from New York for conferences with Arthur S. Abeles. Schneider, who is accompanied by his wife, will visit Paris early in September and make a brief return visit here before leaving for New York in the middle of the month.

Editorial Decries Ban on 'No Way Out'

CHICAGO, Aug. 28.—The Chicago *Sun-Times* today blasted local authorities involved in the banning locally by the police censor board of 20th Century-Fox's "No Way Out." A lengthy editorial discussed the city's censorship system and called for a panel of specialists in human relations to pass on plays or films which might present censorship problems.

'Petty Girl' Troupe Leaves for the West

HARTFORD, Aug. 28.—The "Petty Girl" troupe, consisting of Janis Carter, Mona Knox, Barbara Freking, Shirley Ballard and Dorothy Abbott and Milton Young unit manager and Columbia Pictures' Philadelphia exploitation manager, left the New England territory over the weekend bound for the western states. The troupe completed appearances and other promotional work in New Haven, Hartford, Springfield and Boston. In all four cities, the five girls appeared in local theatres. The troupe is "plugging" the forthcoming release of the Columbia picture.

Pegler, Back to Mexico

Jack A. Pegler, president of the F. G. Back Video Corp., and vice-president of Television Zoomar Corp., and Dr. Frank G. Back, Zoomar lens inventor, have been invited by Romulo O'Farrill, Jr., executive vice-president of Station XHTV, Mexico City, to attend the official opening of the station by President Aleman of Mexico on Thursday. They have accepted.

Personal Mention

GEORGE SCHAEFER, general sales manager of Stanley Kramer Productions, and MYER P. BECK, Eastern director of advertising-publicity, are in Chicago today for meetings with the producer.

•

ANTOINETTE LONGO, secretary to MILTON LIVINGSTON, Universal-International trade press contact here, will be married on Sunday to MICHAEL CAPO at Mt. Carmel Church in the Bronx.

•

REX SMITH, American Airlines public relations vice-president, is in Hollywood from New York for conferences relating to an M-G-M production.

•

ARNOLD WILLIAMS, London managing director of National Screen Service, will sail from England for New York Sept. 6.

•

ROBERT M. WEITMAN, United Paramount Theatres vice-president, will cut his vacation short and return to New York tomorrow.

•

MRS. SYDNEY B. STARK, formerly with 20th-Fox in Hollywood, has been named public relations director of the Fairmont Hotel, San Francisco.

•

JANE SHEA of the New Haven Paramount exchange will be married Sept. 4 to BERNARD KOHLER of that city.

•

JAMES SLAUGHTER has resigned as M-G-M booker in Charlotte, to join Warner in Jacksonville, Fla., in the same capacity.

ABRAM F. MYERS, general counsel of Allied States Association, will leave Washington today for White Sulphur Springs, W. Va., to attend the convention of the West Virginia Theatre Managers Association.

•

JAMES WILSON, co-owner of the Dixie Booking Office, Atlanta, has been appointed special sales representative for the Manley Popcorn Co. in Alabama and Western Georgia.

•

JERRY WALD and NORMAN KRASNA have returned to the Coast from New York.

•

ROBERT RAPPAPORT has been named manager of the Town Theatre, Baltimore.

•

LINDSLEY PARSONS, Monogram producer, has returned to the Coast from Ottawa.

•

ARTHUR C. BROMBERG, president of Monogram Southern Exchanges, is in Hollywood from Atlanta.

•

LOU LEVINE, manager of the Rivoli Theatre, Chicopee, Mass., is observing his 45th year in show business.

•

RICHARD W. ALTSCHULER, president of Republic International, has left New York for England.

•

N. PETER RATHVON, film financier, arrived here yesterday from Hollywood.

•

E. G. GANNON, owner of the Sky Theatre, Omaha, is recuperating at his home following a heart attack.

Use Film to Inform On Counterfeiting

Plans to use "Mister 880" as a vehicle for a nationwide educational campaign against counterfeiters are being formulated by officials of the U. S. Treasury Department in cooperation with 20th Century-Fox.

The film was made with the extensive cooperation of the Treasury's secret service department. It is expected that local branches of the Secret Service will be instructed to lend their support to the film. Pamphlets, throwaways, stickers and other accessories showing easy ways to spot counterfeit money and also promoting "Mister 880" are in preparation by the Treasury Department and will be nationally distributed.

Emerson, Goldfarb Promoted by RKO

J. C. Emerson, RKO Radio manager in Denver, has become San Francisco branch manager, following the resignation of J. P. Smith to enter another business. Salesman Marvin Goldfarb of Denver has been advanced to fill Emerson's place, it was reported here yesterday by distribution vice-president Robert Mochrie.

Emerson and Goldfarb have been with RKO for 10 years. Under Emerson's guidance, Denver has won a first place in the Ned Depinet drive.

N. J. Allied Meets In Newark Today

Membership of the Allied Theatre Owners of New Jersey will meet at the Douglas Hotel, Newark, today to plan the organization's program for the coming year. Discussion is expected to revolve around television, war activities, legislation and other current problems.

Wilbur Snaper, re-elected for a second term as New Jersey Allied president, will preside.

Y. F. Freeman Hails SDG Anti-Red Stand

HOLLYWOOD, Aug. 28.—Y. Frank Freeman, Paramount production vice-president, acting as an individual, over the weekend congratulated the Screen Directors Guild on its stand for requiring non-Communist affidavits of applicants for membership.

In a telegram sent to SDG, Freeman said he hoped the guild's action would be the "forerunner of a movement that all other crafts, guilds and unions will join."

Para., Leisen Sign

HOLLYWOOD, Aug. 28.—Paramount has signed Mitchell Leisen to a new five-year directorial contract calling for one picture annually. Pact is non-exclusive.

Monogram Policies Up At 4 Meetings

Morey Goldstein, vice-president and sales manager of Monogram—Allied Artists, will leave here today for Los Angeles, where he will preside at a meeting of branch managers and franchise holders, Sept. 5-7, at the Ambassador Hotel.

Goldstein is scheduled to arrive in Los Angeles several days in advance of the meeting for discussions with president Steve Broidy and vice-president Harold Mirisch.

Following the Coast meeting, Goldstein announced, Monogram will have three regional meetings for salesmen and bookers at which he will preside. The first will be held at Kansas City on Sept. 9. Western sales manager Harold Wirthwein and southern sales manager Jimmy Prichard will attend the Kansas City meeting, which will embrace the following other offices: Salt Lake City, Kansas City, Denver, Milwaukee, Des Moines, Omaha, Minneapolis, St. Louis, Chicago, Indianapolis, Dallas and Oklahoma City. Goldstein will set the dates for the regionals in the South and East immediately upon his return here from the Coast.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
'SUNSET BOULEVARD'
William Holden • Gloria Swanson
Erich Von Stroheim
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

Paramount Presents BOB HOPE and LUCILLE BALL in Fancy Pants
Color by TECHNICOLOR
with BRUCE CABOT · JACK KIRKWOOD
in person CARMEN CAVALLARO and His Orchestra JEAN CARROLL FOUR EVANS ALAN DALE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

no way out
20th CENTURY-FOX
RIVOLI
B'WAY at 49th St.
Scientifically Air Cooled
Doors Open 10:30 A.M.

Walt Disney's
PRESENTATION OF
Robert Louis Stevenson's
Treasure Island
Color by TECHNICOLOR
Distributed by RKO RADIO PICTURES INC.
EXTRA! Walt Disney's BEAVER VALLEY Print by TECHNICOLOR
NOW BRANDT'S Cool
MAYFAIR
7th AVE. & 47th ST.

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Hopeful That Cuts Might Be Restored

WASHINGTON, Aug. 28.—Administration leaders were hopeful that the Senate might restore some of the cuts made by the House in the funds asked for expansion of the State Department's overseas information program.

On Saturday, the House passed a supplemental appropriation bill carrying only $62,655,850 of the $82,000,000 asked to build up the program. Funds for film activities were slashed from the $11,017,833 requested to $10,000,000. The measure now goes to the Senate Appropriations Committee for hearings and action.

The money in the supplemental bill is in addition to $32,700,000 contained in the original omnibus bill. This was also considerably under the budget request of $36,645,000. Of the original request, $2,450,000 was earmarked for the film program, and now there is no information how much this will be scaled down in view of the cut in the over-all total.

The funds in both appropriation bills are for use in the current fiscal year, ending next June 30.

Allied Reservations

(*Continued from page* 1)

Penn Hotel will be the site of this year's metings on October 2-4 with the national Allied board meeting held on Sept. 30-Oct. 1.

The many complaints from small-town exhibitors on percentage films and flat rentals that are too high, will be one of the main topics for open discussion. Further consideration of Allied's meetings held last month in Chicago on film prices being "rolled back" is also on the agenda.

Among sales managers who have confirmed their attendance are Andrew W. Smith, Jr., 20th Century-Fox and William F. Rogers, Metro-Goldwyn-Mayer.

Gene Autry has been invited to personally explain his views on making television shorts and has stated that if he is not working he will attend.

N. Y. Income Firm

(*Continued from page* 1)

about $166,000 for each of its first two weeks and is headed for an estimated $163,000 in the third stanza. This is said to be the greatest box-office performance in the money-making history of the Music Hall.

"Stella," with Milton Berle and his television revue on stage, is plenty strong at the Roxy, where a two-week booking comes to an end on Thursday night. The second week's take is figured at close to $90,000. Due at the Roxy on Friday is "The Black Rose," with the New York Philharmonic Symphony Orchestra on stage.

"Tresaure Island" is also one for good money at the Mayfair, where an estimated $28,000 is apparent for the second week. "Petty Girl," with Gene Krupa's orchestra and Connie Haines on stage, are likely to provide the Capitol with about $41,000 in a fair enough second and final week. Next at the Capitol will be "Summer Stock," due on Thursday.

"No Way Out" is doing nicely at the Rivoli, where $28,500, a tidy sum for the house, is indicated for the second week. "Three Little Words" is very healthy at Loew's State, where about $30,000 is in view for the third week.

The Victoria's "Our Very Own" gross is estimated at $20,000 in a fifth week, representing consistently good business. "The Furies," with the Mills Brothers and Bobby Byrnes' orchestra on stage, should give the Paramount about $53,000 in a good-enough second and final week; "Fancy Pants" will bow in at the Paramount tomorrow.

"Kiss Tomorrow Goodbye," with Toni Harper, the Lind Brothers and Billy Vine on stage should gross about $30,000 in its fourth and final week at the Strand, which is adequate income; the highly successful run of "Tomorrow" will be followed by "Tea for Two" on Friday. "The Desert Hawk" is doing moderately well at the Criterion, where about $14,000 is apparent for the first week.

"Edge of Doom" looks like about $12,000 in a mild fourth week at the Astor. "The Torch" might gross about $9,000 in a slow second and final week at the Globe. The house will bring in a pair of Warner re-issues, "San Quentin" and "Alcatraz Island" on Friday.

Review

"Three Secrets"

(*Warner Brothers*) *Hollywood, Aug. 28*

AN exhibitor could be fooled about this one if he looked at it in a projection room or with a small group of friends in his own theatre. He could size it up as overlong, overcomplicated and overboard on the hearts-and-flowers side, but he would be in error about that. It is a woman's picture in the fullest meaning of the term—a three-handkerchief picture, on the evidence of reaction displayed by an unprepared audience to which it was submitted in a Beverly Hills theatre—and one or another or all of the three stories told in it can be depended upon to moisten any feminine eye in any given crowd. It is adult material, treated in adult fashion, and a logician could argue with some of the points it makes, but the ladies are a cinch to be telling their friends to go see it. It can hardly fail to do thriving business.

The picture presents Eleanor Parker, Patricia Neal and Ruth Roman as young women who encounter each other passingly in an adoption agency on a day when each, for her own different set of reasons, is giving her secretly borne boy baby for adoption. Miss Parker has been betrayed by a sailor. Miss Neal has been divorced by a husband unaware of her pregnancy. Miss Roman has been betrayed by a man whom she murdered for doing so, for which act she has served a prison term. The three meet again later at the foot of a mountain on which a five-year-old boy who, by well established circumstantial indication, could be the son of any one of them, has survived an airplane crash and is awaiting rescue. In the long hours while mountain-climbers are reaching the peak and bringing the boy down, the stories of each of the three women are told. When presumptive evidence indicates the boy is really the son of the woman whose killing of his father had been a headline sensation, she and the second woman agree to tell the one married woman among them that the child is hers, and she sets out to adopt him, the crash having killed his foster parents.

There is, of course, much of sex and sin in a story of this kind, and it is presented frankly but by no means glamorously. There is also, of course, considerable dependence upon coincidence, but the things that are shown as happening conceivably could happen if, as represented, a Los Angeles newspaper were to burglarize the vault of an adoption agency on the request of its star reporter to obtain legally impounded information. None of these technicalities are likely to bother the distaff side of the average audience, and that is the side this picture is made for.

It is a United States Pictures Production, produced by Milton Sperling, directed by Robert Wise and written by Martin Rackin and Gina Kaus. Originally filmed for release in 1948 or 1949, the time-setting has been upset a little by the delay and subsequent historical events, but none of the happily weeping ladies attending the preview seemed to mind. The men in the cast are Frank Lovejoy, Leif Erickson, Ted de Corsica, Edmon Ryan and Larry Keating.

Running time, 102 minutes. Adult audience classification. Release date, Oct. 14.

WILLIAM R. WEAVER

Gribble Appointed to Schlaifer Sales Post

The appointment of James E. Gribble as Southern territory sales representative for all N. Peter Rathvon product, has been announced by Jack Schlaifer of Schlaifer Enterprises.

Gribble was formerly Eagle Lion branch manager in Dallas.

Act to Avert Italian Rental Ceiling Blow

American industry representatives in Rome are attempting to forestall a governmental decree which would impose a ceiling on American film rentals at an early date, it was stated yesterday in film export quarters here.

The Italian government is anxious to establish the ceiling, it is understood, as a means of "protecting" the domestic industry.

'Saddle Tramp' Will Launch Three Runs

DENVER, Aug. 28.—Universal-International's "Saddle Tramp," Technicolor, will have its world premiere at the Tabor, Aladdin and Webber Theatres here tomorrow backed by the personal appearance of a group of Hollywood stars headed by Joel McCrea, co-star of the film with Wanda Hendrix, and including Ann Blyth, Rock Hudson, Carol Varga and Joaquin Garay, and producer Leonard Goldstein.

UPMG Honors O'Donnell

HOLLYWOOD, Aug. 28.—Robert J. O'Donnell was the guest of the Unit Production Managers Guild at the weekend at a luncheon in the Beverly Hills Hotel honoring him for his part in setting up procedure by which Variety Clubs throughout the country cooperate with Hollywood production units when the latter are on location.

Key Business Group Urges Tax Increases

WASHINGTON, Aug. 28.—The Commitee for Economic Development, influential group of leading businessmen, today declared that a "general revision and increase of selective excise taxes" should be an important part of any tax bill considered next year to raise more revenue for America's rearmament effort.

Although the CED said that the excise increases should be concentrated on reducing demand for commodities competing with defense production, it did not rule out increases in other excises.

The CED's statement was the first call for higher excises to come from any important group. It was issued by the organization's program committee, members of which include CED chairman and Eastman Kodak treasurer Marion B. Folsom, and General Electric Co. chairman Philip D. Reed.

Grainger Defends

(*Continued from page* 1)

terested in entertainment for the masses at admission prices everybody could afford. As a theatre operator, we do believe, however, that from time to time a certain amount of pioneering and experimentation is necessary so that our theatres will not become stagnant."

Grainger pointed to these non-formula films to substantiate his argument: "Lost Weekend," "Pinky," "Gentlemen's Agreement," "Johnny Belinda" and "Lady in the Dark."

The original letter by Arthur had complained of the number of pictures dealing with social problems, physical afflictions, etc., and charged that some U. S. producers were copying the style of foreign producers, although American product is by far the most popular throughout the world.

Toddy Is Releasing Joe Louis Picture

Toddy Pictures has announced the world-wide release of the all colored-cast feature, "The Fight Never Ends," starring Joe Louis, the Mills Brothers and Ruby Dee. The production was produced last year.

Toddy will also release 15 new musicals, each 10 minutes, featuring such names as Billy Eckstine, "Dizzie" Gillespie, Henry Woode and Ann Mae Winburne.

$35,000,000 Video 'City' on the Coast

HOLLYWOOD, Aug. 28.—A television city, to be built on the 13-acre site now occupied by Gilmore Stadium, will cost $35,000,000, Columbia Broadcasting System announced here.

Howard Meighan, CBS vice-president, said the stadium, the home of the Hollywood Stars of the Pacific Coast League, will be razed by next March. Plans call for at least five buildings, including a 13-story administration building. The first television show from the site is scheduled for 1952.

H. A. Everett Succumbs

H. A. Everett, Magee, Miss., exhibitor, died Aug. 22 of a cerebral hemorrhage, according to word received here. He was in his late thirties. Survivors include the widow.

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JOAN FONTAINE
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and JOAN LESLIE · MEL FERRER

RKO RADIO PICTURES

Produced by ROBERT SPARKS · Directed by NICHOLAS RAY · Screenplay by EDITH SOMMER

Brandt, Hughes Deal

(*Continued from page* 1)

transaction, since it must await the issuanee of the RKO theatre stock, eannot be effected until after Jan. 1. Also slated is a full-scale audit of RKO in behalf of the Brandt interests.

Finaneing is set with Kuhn, Loeb and Co., New York banking firm which will float a bond issue to cover the initial purchase of Hughes' 24 per eent ownership and subsequently the holdings of minority investors in the total minimum amount of 66⅔ per cent. The agreement provides for Brandt to make available to all RKO theatre stoekholders the same deal he is making to Hughes which amounts to more than $8 per share.

Brandt and Hughes reached the aceord in a five-hour Coast meeting which began last Thursday evening and coneluded at two A.M. on Friday. There had been an assortment of points to be clarified and this was aeomplished at the lengthy session. There are other ramifications of the deal which will require attention later but, Brandt said, there is nothing in view at this point which suggests its possible collapse.

Sitting in with the two principals at the Coast meeting were Noah Dietrich, RKO board chairman, and Thomas Slack, Hughes' attorney, with Sam Dembow the only associate of Brandt's present. Dembow, who is now engaged in the business end of independent production, has been the key figure in bringing the two sides together. He returned from the Coast with Brandt at the weekend.

Lesser Meetings Here

Sam Grudin, comptroller for Sol Lesser Productions, has arrived here from Hollywood as the vanguard of Lesser assoeiates who will meet in Manhattan for a five-day business conclave starting Saturday when Lesser will arrive from Europe.

Tribute to Phil Fox

(*Continued from page* 1)

Bloom and Herb Allen; Pittsburgh, Pete Dana; Binghamton, Tom Walsh; Niagara Falls, Robert Hayman; New York, Abe Montague and Irving Wormser; Oneida, Bob and Sid Kallet and Jaek Oleary; Syracuse, Harry Bernstein, Effy Bettigole and Frank Smith, and many others from towns in the exehange area.

Chief Barker Lux said it was the largest attended outdoor event held in the history of Tent No. 7.

Johnston Hits

(*Continued from page* 1)

Johnson charging the film companies with a "total disregard for the safety and welfare of the U. S. in its struggle with Russia." Wilkes had written that the motion picture studios, though controlling a tremendous propaganda medium, had not produced any films in opposition to Communism.

"The men in our research department very speedily produeed 16 denials that speak for themselves," Johnston wrote, citing 16 films "all directly anti-communist in theme." These ineluded 20th Century-Fox's "The Iron Curtain" and "The Big Lift," M-G-M's "The Red Danube," "The Conspirator," "Comrade X" and "Ninotchka," RKO's "The Woman on Pier 13," Columbia's "Walk a Crooked Mile," Selznick's "The Third Man," Republic's "The Red Menace," Eagle-Lion's "Guilty of Treason," "Death of a Dream" and "The Jackie Robinson Story," and Film Classics' "Sofia," "Project X" and "The Flying Saucer."

"Mirror Virtue"

Moreover, Johnston said, Wilkes must remember "films that exeite Communist blasts even though they fail even to mention Communism—films that simply mirror the strength and virtue of our democraey." Typieals films of this type, he said, were Paramount's "Tripoli," "Riding High" and "Dear Wife," RKO's "Our Very Own," "Wagonmaster" and "The Boy with the Green Hair," M-G-M's "The Next Voice You Hear," "Stars in My Crown," "Crisis," "Battleground" and "The Stratton Story," 20th Century-Fox's "Down to the Sea in Ships" and "Cheaper by the Dozen," Universal's "Louisa," Columbia's "No Sad Songs for Me," Warner's "Fifty Years Before Your Eyes" and "Perfect Strangers," and Film Classics' "Lost Boundaries."

"Affirmative Values"

These films, the MPAA official declared, illustrate such things as the affirmative values in American family life, the American right to live and work according to your own dictates, the significance of the American jury system, the American right and readiness to criticize ourselves, our desire to improve, and the importance of toleranee.

Finally, "it would be remiss not to mention the innumerable short subjects produced by our industry to point up the advantages we enjoy through our democratic political and economic system," Johnston wrote. As examples, he mentioned RKO's This Is America series, 20th-Fox's March of Time, the MPAA-sponsored Power Behind the Nation, and the films of Teaching Film Custodians.

Johnston cited reeent statements by Assistant Seeretary of State Edward Barrett and Commerce film chief Nathan D. Golden and a reeent resolution of the California Department of the American Legion, all commending the industry for its anti-Communist activity and role in carrying out American foreign policy.

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Review

"The Showdown"

(Republic)

PRODUCER William J. O'Sullivan and directors Dorrell and Stuart McGowan have made an interesting attempt to ereate a film of epic overtones out of a routine story about a man who seeks to avenge the murder of his brother.

Using the background of an action Western, the picture does shape up as a cut above the ordinary Western in addition to which several exeellent characterizations are presented, prineipally by William Elliott as the revenge-seeking brother. The picture can also boast of some top-notch suspense and aetion ineluding plenty of fights, hard riding, gunplay, a cattle stampede, etc., etc. Besides Elliott, the presence of Walter Brennan and Marie Windsor should be of further help to the box-office.

Elliott plays an ex-Texas Ranger—a grim, tough, almost cruel man, who goes to a Western town to discover the murderer of his brother. His search narrows down to the employes of a ranch owned by Brennan. Elliott signs on as the foreman of the ranch from where a herd of cattle are to be driven to Montana. His idea is that he will be able to find the killer among the men.

The trek to Montana turns out to be an ordeal for the cowpunchers, with Elliott driving the men ruthlessly. He is a hated man and several revolt against him; others die from mysterious bullets and pneumonia. Brennan pleads with him to give up his mad quest, which is making a cruel, bitter man out of him, but Elliott is not eontent to wait for retribution and he continues to try and trap the killer. The denouement eonfirms suspicions evident pretty far ahead of time, when Brennan himself turns out to be the killer. He is the victim of the retribution he has been preaching when he is gored by a mad steer. Elliott is all for completing his revenge by leaving him die alone, but at the last minute has a change of heart. Elliott turns in a remarkably competent job. Brennan is his usual, capable self and Marie Windsor, as the girl who is innocently involved in the killing, is adequate.

It is also apparent that particular pains have been taken with other produetion values like photography and music. The picture reaches high points of tension at times. All in all, it is an above-par job in this eategory. The McGowans also wrote the screenplay, based on a story in Esquire Magazine by Richard Wormser and Dan Gordon.

Running time, 86 minutes. General audienee elassification. Release date, Aug. 15.

New ELC Offices

(*Continued from page* 1)

from seven weeks abroad, said that the French offiee is being opened in the light of the faet that the eompany's distribution deal with Gamma Films is being terminated "by mutual agreement." Gamma distributed in Spain, Switzerland, France, Italy and Austria, while the J. Arthur Rank Organization distributes in other foreign countries.

Seidelman reported that ELC in France expects to associate with an unnamed French producer who will turn over product for distribution.

ELC's negotiations with Gamma for production in Europe did not work out, Seidelman said. He added that the company is not considering production in Europe now. Seidelman pointed out that ELC does not have the blocked currency problem of the other companies since the currency is "transferred to sterling which is automatically converted into dollars." This agreement was made with the Bank of England back in 1946 and ends in 1951, Seidelman said. It covers, however, only countries in which Rank distributes. He also revealed that the Bank has notified the company that it will not be able to renew that agreement.

20th-Fox Decree

(*Continued from page* 1)

most of the week.

The deeree negotiations were reopened last Monday in a meeting between National Theatres president Charles P. Skouras and his legal advisers and anti-trust chief Herbert A. Bergson and his staff. Twentieth-Fox and Justiee attorneys worked together the rest of the week on details of a proposed decree and apparently took up this morning where they left off Friday. Neither side would discuss progress, but the fact that Bergson and Skouras have not reappeared in the negotiations since Monday indicates that no major stumbling bloeks have appeared so far.

The understanding was that the attorneys on both sides would work on details and only call on the principals if a major impasse were reached or when all work is completed.

19,213 20th Bookings

(*Continued from page* 1)

eities, 422 in the U. S. and 26 in Canada. This, too, is a new company reeord for day-and-date showings on a single picture during a holiday week.

The campaign, which will run 17 weeks starting Sunday, is intended to effect for 20th-Fox accounts "the greatest period of prosperity in that company's history." Not only will it inaugurate the company's three-"A"-pictures-per-month release policy, but it also climaxes a year of re-tooling on the part of the studio.

On the eve of the campaign's inauguration Smith announeed the addition of "The Jackpot," starring James Stewart, Barbara Hale and Patricia Medina to the drive sehedule. It will be the company's 35th "Anniversary Week" release and Thanksgiving Day special.

The addition of "The Jackpot" increases the BMT total of releases to 13, for "Farewell to Yesterday," the Movietone 88-minute documentary, will be available this month. "The Black Rose" and "Panic in the Streets" remain September releases.

There will be four, instead of three releases in October, including "No Way Out," with Richard Widmark, Linda Darnell, Stephen McNally and Sidney Poitier; "Mister 880," with Burt Lancaster, Dorothy McGuire and Edmund Gwenn; "I'll Get By," a musical in Technicolor, with June Haver, William Lundigan, Gloria De Haven, Dennis Day and Harry James, and "The Fireball," Mickey Rooney and Pat O'Brien.

In addition to "The Jackpot," the company will release "All About Eve," Bette Davis, Anne Baxter, George Sanders, Celeste Holm, Gary Merrill and Hugh Marlowe in November.

"American Guerilla in the Philippines," in Technicolor, with Tyrone Power and Micheline Prelle, and "For Heaven's Sake," Clifton Webb, Joan Bennett, Robert Cummings, Joan Blondell and Edmund Gwenn, are the Christmas releases.

$3,500 'Very Own' Record

BOSTON, Aug. 28.—Samuel Goldwyn's "Our Very Own" established a new all-time box-office record in its first day at the Astor Theatre here, grossing close to $3,500 in the 1,400-seater, with Joan Evans making personal appearances. "Only our trouble in clearing the house after each show prevented us from hitting $4,000," Al Margolin, of the Astor staff, reported.

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"... thriller ... and a terrific one!" *—The Hollywood Reporter*

"Chase and danger!" *—Variety*

"Gripping kidnap thriller!" *—Film Bulletin*

"Packs action ... excitement!" *—Film Daily*

"Action and suspense!" *—Motion Picture Daily*

"Pace and punch!" *—Daily Variety*

Nation-wide Preview Theatre Tests Rate Picture Tops

That the public is high on "Union Station" has been proven by polls taken at theatre previews held in 31-key cities during July. Typical comments taken from thousands of preview cards turned in are:

"85 minutes of sheer, tingling suspense." *—Washington, D. C. Patron*

•

"Dynamic and full of thrilling action." *—Pittsburgh, Pa. Patron*

•

"Tense, gripping and superbly done." *—Chicago, Ill. Patron*

•

"Very exciting, suspenseful show." *—Dallas, Texas Patron*

•

"Exciting, wonderful entertainment." *—New Haven, Conn. Patron*

•

"Very good cast. A lot of suspense." *—New York City Patron*

Mr. Billy Wilkerson of

THE Hollywood REPORTER

looks at.....

MISTER 880

.....“We had a look at **Mister 880** the other night and are happy to report it’s GREAT—with no limitations on its patronage. Every type of Amusement-seeker will go for this and rave about it to their neighbors.”

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Publicists in Move to Stem Misinformation

Studio Unit Would Curb Damaging Press 'Plants'

HOLLYWOOD, Aug. 29. — Safeguards for the industry and press against damaging misinformation disseminated by irresponsible representatives is sought by the Studio Publicity Directors Committee in an undertaking channelled through the Motion Picture Industry Council.

SPDC today addressed a letter to Dore Schary, chairman of the MPIC public relations committee, proposing that he suggest to principal talent guilds that each establish within its own organization a public relations committee empowered to deal directly with members to whom are attributed published utterances fashioned

(*Continued on page 4*)

RKO Meeting on 'Movies Are Better'

William W. Howard, assistant general manager of RKO Theatres, will preside at a two-day meeting with all RKO division managers from Coast-to-Coast, on Wednesday and Thursday, Sept. 6-7, at the home office in New York. Talks will bear heavily on ideas for garnering extra dollars for "Better-Than-Ever Movie" attractions in the new season.

Attending from the field will be

(*Continued on page 5*)

Fox Midwest Parley Rallies for 'Change'

KANSAS CITY, Aug. 29.—"Time for change."

That is the keynote of the 21st Annual Showmanship Meeting of Fox Midwest Theatres which opened today at the Hotel Muehlebach and will continue through tomorrow.

The slogan signified that something new and different must be devised to stimulate business, with managers exercising imagination and skill in promotions.

It was taken as the cue for the "fall film festival," as was the slogan "Movies Are Better Than Ever"—with the conviction that producers

(*Continued on page 2*)

ECA Dollar Guarantee Plan Will Be Continued by U. S.

WASHINGTON, Aug. 29.—The Economic Cooperation Administration plans to continue its convertibility guarantee program for films during 1951, it was learned here today.

There has been considerable question, in view of the international situation and increased expenditures on armaments and other programs more directly related to the defense effort, that the guaranty program might be dropped. A top ECA official said today, however, that Administrator Paul G. Hoffman and his top aides have now decided to keep the program going at least an-

(*Continued on page 4*)

Canadian Theatres Benefit by Strike; Handle Own Prints

OTTAWA, Aug. 29.—The only direct effect of the nation-wide rail strike in Canada on the motion picture business is an increase in attendance since layoffs in plants is helping to boost attendance at theatres.

The industry set up a private distribution system of trucks, station wagons and passenger cars to insure the delivery of prints, with film de-

(*Continued on page 4*)

Rodgers Eliminates Intermountain Unit

William F. Rodgers, M-G-M sales vice-president, has dissolved the Intermountain distribution unit formerly handled by the late Frank C. Hensler and distributed the branches in it between two other sales managers.

Salt Lake City, one of the three branches in the area, reverts back to George A. Hickey, Western sales manager, who previously had it in addition to Los Angeles, San Francisco, Portland and Seattle. He will continue to make his offices at Los Angeles.

Kansas City and Denver will be

(*Continued on page 5*)

Pathe Strike Lasts 1 Hour; H-63 Wins

The strike yesterday of "white collar" workers at Pathe Laboratories here lasted one hour, the management having expressed willingness to accede to the contract demands of IATSE Motion Picture Home Office Employes Local No. H-63 when it became apparent that 300 members of various craft unions would not cross the picket lines formed by the 40 office workers directly involved.

Local H-63 executive vice-president Russell Moss said that picketing activity had been conducted one hour when Pathe vice-president Nick Tro-

(*Continued on page 5*)

British Business Up As Showmanship Drive Starts

By PETER BURNUP

LONDON, Aug. 29.—With many indications of business improvement already at hand, Britain's film industry is rapidly swinging into action on its "Bigger Business" campaign.

Patterned upon 20th Century-Fox's showmanship drive in the United States, the industry here contemplates maintaining as a permanent institution the planning committee which, under the chairmanship of David E. Griffiths, has designed and will run the campaign.

Two paid jobs will be created, one concerned with administration, the other with publicity and general activities.

Once the campaign has attained its own momentum the planning commit-

(*Continued on page 4*)

39th Loew Foreign House Opens Today

Representing the 39th theatre in Loew's international group, the new Metro in Alexandria, Egypt, will open today, Morton A. Spring, first vice-president of Loew's International Corp. disclosed here yesterday.

Full-scale premiere festivities are set for the opening of the 2,000-seat house, which was designed by John J. McNamara, New York architect.

Small Towner Take Equal to Rental Urged

Ia.-Neb. Allied Regional Proposals to Companies

OMAHA, Aug. 29.—Small town theatres are entitled to a profit equivalent to the amount they pay for film rental, officials of Allied Independent Theatre Owners of Iowa-Nebraska said they have concluded as a result of a series of regional meetings conducted throughout their territory.

Iowa-Nebraska Allied officials Charles Niles and Al Myric, said they are informing sales managers of all companies of the conclusions drawn from the meetings.

It has been demonstrated, they said, that all companies now are selling small town theatres on a flat rental

(*Continued on page 4*)

Decree Delayed on RKO, Reade Split

Entry of the decree directing dissolution of the RKO-Walter Reade joint operation of Trenton-New Brunswick Theatres has been delayed until after Labor Day. New Jersey Superior Court Judge Jayne is vacationing and proposed orders by the attorneys involved must await his return for approval.

The order will give Reade and RKO 15 days in which to agree on

(*Continued on page 5*)

20th-Fox's Decree Parleys Terminate

WASHINGTON, Aug. 29.—The current round of consent decree talks between 20th Century-Fox attorneys and Justice Department officials ended today after seven straight days of negotiating.

No further meetings are scheduled at this time, Justice spokesmen said. Neither the Justice officials nor the Fox attorneys would say whether this meant that some sort of agreement had been completed—which now must be referred back to top company and department officials—whether the talks were stalemated, or just whether the participants had other things to do for the next week or so.

Columbus Theatres Raise Admissions

Columbus, O., Aug. 29.—The majority of local neighborhood houses will advance admissions five cents on Sept. 3. Present admission at most houses is 45 cents. Children's admission, generally 20 cents, will not be advanced.

Coast Production Is Firm; 24 in Work

HOLLYWOOD, Aug. 29.—The production tally gained two points this week, resuming last week's total of 24. Six pictures were started, while four were completed.

Started were: "Flame of Stamboul," Columbia; "The Witness," Monogram; "Carrie" and "Warpath" (Nat Holt Productions), Paramount; "The Gaunt Woman" and "Macao," RKO Radio. Completed were: "Cherokee Uprising," Monogram; "The Missourians," Republic; "The Fat Man," Universal-International; "Raton Pass," Warner Brothers.

House Passes Bills On Sound Film, Tape

WASHINGTON, Aug. 29. — The House has passed and sent to the White House two bills designed to ease the way for film companies to use magnetic sound film or tape on features, shorts and newsreel footage shot overseas.

President Truman is expected to approve the bills at an early date, since all Administration agencies endorsed the measures while they were before Congress.

The measures were sponsored by the Motion Picture Association of America.

Judge 'Bill' Powers, Former 20th Counsel

PATTERSON, N. Y., Aug. 29.—New York Supreme Court Justice William T. (Bill) Powers of Brooklyn, who was elected to the bench in 1946, died here yesterday of a heart attack while on a vacation. He was 53 years old and was top counsel for 20th Century-Fox here more than a decade ago.

Surviving are his widow, who was Anita L. Bawo of Newark, at the time of their marriage in 1925; a daughter, Catherine A., and a son, William T. Powers, Jr.

Allport Sailing

LONDON, Aug. 29.—Due to the current visit of Eric Johnston, Motion Picture Association of America president, at his Spokane, Wash., home, F. W. Allport, MPAA's London representative, will leave here for New York on the *S. S. Queen Elizabeth* Thursday, instead of by plane as originally planned. Allport will take with him tentative proposals for implementation of the new Anglo-U. S. film remittance agreement.

Personal Mention

JOCK LAWRENCE, Samuel Goldwyn Productions vice-president, and EDDIE GREENBERG of Foote, Cone and Belding, left here yesterday for Chicago en route to Hollywood.

•

PINCUS SOBER, of the M-G-M sales-legal departments, is back in New York from Brussels and Paris where he served as AAU delegate to the International Games.

•

OLIN H. CLARK, Eastern M-G-M story head, has returned from a week's vacation at Middlebury, Vt.

E. S. GREGG, vice-president of Westrex Corp., left here yesterday for Denver en route to the Coast.

•

EARL WRIGHT, Columbia New Haven salesman, and MRS. WRIGHT, have become grandparents with the birth of a daughter to their daughter, MRS. THOMAS PYLE REED of Baltimore.

•

ARTHUR HORNBLOW, JR., M-G-M producer, has returned here from Bucks County, Pa., and will proceed to the Coast in a few days.

Argentine Advances As U. S. Competitor

WASHINGTON, Aug. 29.—A French-Argentine film agreement is imminent, and an Italian-Argentine pact is also under consideration, according to the Commerce Department.

Film chief Nathan D. Golden said that indications are that eight Argentine films would be exchanged for 20 French films, and that it is also hoped the French would relieve the present raw stock shortages in Argentina.

The new agreements are being spurred by the success of the Argentine-Spanish accord. Since the conclusion of that agreement in 1948, Argentine producers have sent 50 films to Spain, of which 25 have already been exhibited.

Another potential competitor of U. S. films in the Argentine is Eastern Germany. One film produced there has already had a four-week run in one of the largest theatres in Argentina, and it is reported that at least three other films made in the Eastern zone of Germany have already been imported and are awaiting release.

Wald and Krasna in 'Big Story' Deal

Motion pictures, radio and television will be united in one screen material deal, concluded between film producers Jerry Wald and Norman Krasna, and Bernard J. Prockter, producer of the NBC radio and TV newspaper documentary, "The Big Story."

Wald and Krasna, who recently set up an independent producing deal at RKO, will receive first call on "Big Story" properties, of which more than 400 are already available. One of "The Big Story" broadcasts was converted by 20th-Fox into the film, "Northside 777."

The Wald-Krasna "Big Story" films are planned as annual RKO productions.

Arthur M. Good to Aid Kramer at RKO

Arthur M. Good has been appointed assistant to Sidney Kramer, RKO Radio short subjects sales manager.

Good joined RKO in 1947 as assistant for publicity, promotion and development of 16 mm. films.

FCC TV Color Job FurtherComplicated

WASHINGTON, Aug. 29.—The Federal Communications Commission's job of making a color television decision was further complicated today when Color Television, Inc., notified the FCC that it had developed a "wholly new and unique color system," and asked that the Commission's proceedings be reopened for the company to demonstrate the new method.

CTI, CBS and RCA are the three companies involved in the color proceedings so far. The Commission closed the proceedings some time ago, and had hoped to issue a decision in the next few weeks. Recently, it refused a request by General Electric to reopen the proceedings, but might conceivably take a different line with CTI.

CTI told the Commission its new system is "believed to be superior to any color system previously developed." It said the image was as clear as black and white, that the method was "compatible" and could be received in black and white on current sets, and that present sets could be converted to the new color method by adding a "small, inexpensive unit."

Pete Smith Short for Institutional Series

"Wrong Way Butch," a Pete Smith short on industrial safety, has been selected by Eric Johnston as the seventh in the public affairs series which the Motion Picture Association of America is sponsoring.

Produced by M-G-M, the film was made with the cooperation of the U.S. Department of Labor in a campaign to reduce the high toll of industrial accidents. For the film's contribution to national accident prevention, Smith and M-G-M recently received a governmental citation. The picture, which will be released this weekend, will be made available for spot booking as well as to theatres which regularly play "Pete Smith Specialties."

'Black Rose' Archery Tie

A gold plaque will be presented by 20th Century-Fox to the winner of a special event held in honor of "The Black Rose" at the annual archery tournament of the New York Archers to be held at Corona, N. Y., Labor Day.

Newsreel Parade

THE Hospital Ship disaster and news from the Korean front are among the current newsreel highlights. Other items include sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 70—News from Korea. Hospital Ship sunk off San Francisco. Davis Cup. National golf title. Little League world series.

NEWS OF THE DAY, No. 200—Korean front aflame. Hospital Ship disaster off San Francisco. Sports: Davis Cup up. Little League world series.

PARAMOUNT NEWS, No. 3—Hospital Ship sunk off San Francisco. Children's fashions. News from the Korean front. Sports: Davis Cup, Little League baseball.

TELENEWS DIGEST, No. 35-A—San Francisco: Hospital Ship disaster. Korean battle report. Rail strike. Flying cars. Gussie Moran turns pro. Little Olympics in Brussels.

UNIVERSAL NEWS, No. 382—Repulse Korean attack. San Francisco: Hospital Ship sunk. Sport news: Tennis, Little League baseball.

WARNER PATHE NEWS, No. 109—Tide turning in Korea. Hospital Ship rammed. Catholics from Israel on Rome pilgrimage. Underwater treasure hunt. Golf. Smallfry anglers. Davis Cup.

20th-Fox Holding to Advertising Pace

Twentieth Century-Fox will continue its heavy advertising push in behalf of its forthcoming product line-up, the company stated here yesterday, wtih elaborate plans now being set for "American Guerrilla in the Philippines." The campaign for this follows the expenditures in *Time, Life, Newsweek, Collier's* and the *Saturday Evening Post* for "Mister 880."

Compo Organization Group Meets Sept. 6

The COMPO committee on organization, of which Harry Brandt is chairman, has scheduled a meeting for Sept. 6 in New York. Details of the establishment of COMPO's field organization are scheduled to be discussed.

Fox Midwest Parley

(*Continued from page* 1)

are providing pictures to fulfill the latter assertion.

The meeting was opened today by Elmer C. Rhoden, Fox Midwest head.

SWG Passes Up Oath But Backs War Effort

HOLLYWOOD, Aug. 29.—The executive board of the Screen Writers Guild at a meeting last night approved a resolution passed by the membership pledging support to the war efforts of the U. S. and United Nations in Korea and the war activities of the film industry.

However, the board took no action on the recent proposal that loyalty oaths be made mandatory for all representatives on the board and all new members. A spokesman for the guild said today it had been advised by counsel that such a requirement would be in violation of the organization's constitution.

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IF YOU WANT GOOD NEWS PHONE YOUR M·G·M EXCHANGE!

"As predicted Judy Garland co-starred with Gene Kelly is welcomed with record business. M·G·M's Technicolor Musical 'SUMMER STOCK' is sensational in its Los Angeles Premiere!"

"And still another BIG M·G·M Technicolor Musical 'TOAST OF NEW ORLEANS' wins audience acclaim! Its theatre Previews East and West rate it with 'Annie Get Your Gun', 'Three Little Words', 'Duchess Of Idaho' for box-office honors!"

"And more M·G·M hits! 'A LIFE OF HER OWN' tops 'Annie Get Your Gun' in first date, Winston-Salem, N.C. It's Lana Turner's first picture in 2 years. Ray Milland co-stars."

FOR A CHEERFUL EARFUL—M·G·M!

Book the industry short "On Stage Everybody" and help our disabled vets.

Set Changes in U.K. Child Actor Laws; Proposes Licenses

LONDON, Aug. 29.—A government committee following two years of deliberations has recommended changes in the regulations governing employment of child actors which would eliminate some of the legal complications which were present in the Bobby Driscoll case last winter.

The committee proposes that children should be licensed for specific parts; that licenses should be issued by one central authority and control not left to local authority; that children should be divided into four specific age groups up to 16 years, with special provisions for each group; that child actors should not work more than five days a week; that fully qualified teachers be employed by studios to maintain a child's education, and that certificates of health should be issued.

The report states: "We realize that the implication of our recommendation is that it is highly unlikely that a child will be able to take a leading part in more than one film in a year. This is exactly the balance which we wished to strike. We are told that it is more or less impossible to build up as a star a person who appears in only one film a year. We think our recommendations will be one means towards keeping the excesses of misguided publicity within bounds."

Implementation of the committee's proposals will require an Act of Parliament. The legislation probably will be introduced during the autumn session.

WB Opens New House

LYNCHBURG, Va., Aug. 29.—Warner has opened its newest theatre, the Warner in Lynchburg. Formerly the Trenton, the completely renovated 1,000-seat theatre presented "Pretty Baby" as the premiere attraction.

Harry M., Major Albert and Jack L. Warner once were residents of Lynchburg.

Benefit by Strike

(*Continued from page* 1)

livery vans following the main routes from the principal distributing offices. As part of the system, theatre owners or managers are required to deliver and pick up the film cans, regional points having been designated along main routes where the films ar handled for re-shipment to the next theatre. This plan was worked out by the Canadian Motion Picture Distributors Association and the Motion Picture Theatres Associations.

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It's the CAMPUS, of course.
NEW DELUXE CABINS and COTTAGES . . . FINE FOOD . . . A SNACK OR A MEAL . . . GOLF . . . TENNIS . . . SWIMMING . . . RIDING . . . TROUT FISHING . . . GAMES . . . MOVIES . . . CONCERTS . . . AND OUR NEW CAMPUS PLAYHOUSE.
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U.S. COMPANIES WILL GET ABOUT $3-MILLIONS FROM PHILIPPINES

WASHINGTON, Aug. 29.—Remittance by U. S. distributors in the Philippines—if unrestricted—would amount to between $3,500,000 and $4,000,000 in 1950, the U. S. Commerce Department estimated today.

However, a recent government control regulation limits remittances to 75 per cent of royalties and rentals. Which means they will get between $2,620,000 and $3,000,000 this year.

The report, by Commerce film chief Nathan D. Golden, says that U. S. films account for approximately 92 per cent of all films imported and between 70 per cent and 75 per cent of all features exhibited in the Philippines. Box-office receipts, falling at the rate of about 15 per cent a year since the immediate post-war years, continue to slump, with a major factor being the increased activity of the "Huk" insurgent forces. In many areas, their activities have forced evening curfews, and in other regions theatre-goers have of their own volition started staying off streets after dark.

Another result of the insurgent activity is tougher censorship, the report states. Due to difficulties in maintaining law and order, the Philippine government, according to Golden, is screening much more closely those films "which emphasize crime and lawlessness", and several U. S. features have felt this new policy recently.

U. K. Business Up

(*Continued from page* 1)

tee will direct its activities towards such aims as campaigning in Parliament and elsewhere for entertainment tax relief, agitating for the aboltion of the Sunday charity tax, and generally countering adverse trade publicity.

Basic financing is being provided by rentals for the 12 industry shorts made in Hollywood. To date, contracts have been made for around £30,000 ($84,000). Receipts are paid into a central trust fund after the deduction of print and transit costs only. No distribution charges are made. Each of the major companies handles distribution of the films in one area.

The British Film Producers Association is conferring with the Short Film-Makers Association on the production next year of 12 subjects on the British trade.

An Anglicized version of 20th-Fox's "Showman's Guide to Better Business" has been prepared by Quigley Publications' London editor and will be distributed soon to every theatre manager in the country. Next step will be the promotion of a series of meetings of exhibitors in every key city, with prominent trade authorities as speakers.

It is already a fact that better pictures are doing better business here. Films like "Annie Get Your Gun," "Wooden Horse," "Sunset Boulevard" and "Odette" are breaking records everywhere.

Krumm In Realart

NEW ORLEANS, Aug. 29.—Henry Krumm has purchased a half-interest in the Realart exchange here which heretofore was wholly-owned by Ernest Landaiche. Up to recently, Krumm was Southern field representative with Selznick Releasing Corp., and previously was manager for Warner and United Artists in Southern exchanges.

Kramer Sets TV Shorts

HOLLYWOOD, Aug. 29.—Producer Stanley Kramer has indicated he will make two five-minute television films featuring Jose Ferrer, star of "Cyrano de Bergerac," and distribute them free to video stations to promote late fall openings of the film.

Savage Resumes Post

David Savage has rejoined Official Films, Inc., as director of advertising-public relations. In this capacity he will act as executive assistant to Jack Stewart, national sales manager.

Small Towner Take

(*Continued from page* 1)

basis but that there still are numerous complaints of unfairness because the rentals are based either on grosses turned in by outstanding pictures played earlier on percentage or else on grosses reported in prosperous periods.

An Iowa-Nebraska statement said its members believe: "That distributors in the best interests of the stockholders of the various film companies should keep their volume of business up and to keep some theatres in operation should immediately recognize that the exhibitor is entitled to a profit commensurate with the grossing possibilities of the theatres.

"Entitled to $30"

"In the 1-A towns—those grossing under $500 a week—the exhibitor should have as a profit the same amount of money as the theatre pays film rental.

"No sane-thinking distributor can truthfully claim that an exhibitor is not justly entitled to a $30 profit to feed and clothe his family if he grosses only $60 above overhead and pays a $30 film rental.

"The same holds true on various levels of grossing in this 1-A theatre classification and other problem houses."

Publicists in Move

(*Continued from page* 1)

to further their own individual interests at the expense of fellow members of their profession.

It is understood the undertaking is a result of a mounting number of instances in which stars, producers, directors and writers employing freelance publicists have been quoted in print or on the air either falsely or in unfoundedly critical denunciation of their own craft or the industry in general.

The SPDC will give consideration at its next regular meeting to a request from the publishers of "Who's Who in America" for assistance in bringing up to date that publication in its coverage of Hollywood personalities. Assistant publisher Wheeler Sammons, Jr., in making the request, pointed out that the publication's "listing of executives, producers and directors is below normal expectancy." The extent to which the SPDC will cooperate is a matter to be decided at the next meeting, but the indications are that facilities regularly available to all established publishers will be furnished.

Australia's Major Circuits Launch Box-Office Drives

By FRANK O'CONNELL

SYDNEY, Aug. 25 (By Airmail).—Australia's two major circuits, Hoyts and Greater Union, are conducting drives to increase box office returns. Latest in the arena to call for pepped-up box office receipts is [illegible]man B. Rydge, managing director of Greater Union, who has launched a novel incentive plan for his company.

Designed to stimulate business, the new Rydge plan is a departure from the usual quota drive. Each manager, under the new scheme, will go into competition with himself. He will try to better his own box-office gross for any given day or period, with prizes to the winners.

Hoyt's Southern division, centered in Melbourne, is conducting a "Movies Are Better Than Ever" campaign. It is regretted that the trade as a whole cannot get together to combine on public relations talks. Hoyts is therefore going ahead on its own scheme. Plans are still in the formative stage.

UA Decision Reserved

New York Supreme Court Justice Samuel Dickstein has reserved his decision on United Artists' motion to vacate the warrant of attachment obtained by Vanguard Pictures in connection with the latter's suit to collect $146,000. That sum is allegedly due from the foreign and U. S. distribution of four pictures under a 1947 agreement, or modification of two previous agreements made in 1941 and 1945. UA's motion claimed the contracts in question were not subject to the action.

ECA Guarantee Plan

(*Continued from page* 1)

other year. The program has been chiefly used in Germany.

Another ECA advisory committee, to screen films for ECA, is now being formed. Meanwhile, ECA officials themselves are screening many films for 1951. ECA has still to announce recipients of about $700,000 of guarantee contracts for this year. These contracts had been agreed to but not yet signed when the earlier ECA announcement was issued. They may be announced within the next month.

One complicating factor for both the 1950 and 1951 programs is that the German government is now using a Sept. 1 to Aug. 31 year as the basis of issuing its import licenses, while the ECA program works on a Jan. 1 to Dec. 31 year. ECA officials are currently attempting to solve this problem.

59 Rank Films for TV

DETROIT, Aug. 29.—WJBK-TV has purchased two blocks of 59 films from Film Equities to be shown over television the rest of the year. The 59 are J. Arthur Rank British productions, made during 1946 and 1947.

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SEVENTEEN is proud to name this giant-among-movies Picture of the Month in September. Our Publisher and Editors join in urging you to promote this mature and exciting motion picture to every one of the nation's 7,500,000 teen-age girls.

seventeen's picture of the month

seventeen

THE ENTERTAINMENT MAGAZINE FOR HIGH-SCHOOL GIRLS

Reviews

"Madeleine"

(*Rank-Universal-International*)

ANN TODD, suffering the outrages of a faithless lover and a domineering father, bears a heavy burden of woe in this J. Arthur Rank importation. The picture moves with a leisurely British pace and unfolds in somber overtones. By virtue of its theme, it very likely will have a special appeal to the distaff side.

Ivan Desny portrays the fair-weather lover to Miss Todd. It is his primary aim to better his social position by marrying Miss Todd. She of course becomes very disturbed upon learning this and demands the return of her love letters. At this point Desny bares his true colors by threatening to hand the letters over to Miss Todd's stern father unles she goes through with the marriage on his self-seeking terms. In the meantime the dilemma is heightened by the fact the father has directed Miss Todd to show some attentions to Norman Wooland, an eligible young bachelor.

The screenplay, by Nicholas Phipps and Stanley Haynes, takes a curious turn. Some weeks later Desny dies of arsenic poisoning and Miss Todd is put on trial for the murder. Incriminating evidence is marshaled against Miss Todd, but finally a verdict of "not proven" is brought in, a verdict that could be reached only in Scotland, the locale of the film.

A David Lean production for Cineguild, it was produced by Stanley Haynes and directed by Lean.

Running time, 101 minutes. Adult audience classification. For September release.

MANDEL HERBSTMAN

"Second Chance"

(*Protestant Film Commission*) *Hollywood, Aug. 29*

MADE primarily for showings to church groups, "Second Chance," a Protestant Film Commission feature, conforms in all important respects to the entertainment requirements of the conventional theatre. With Ruth Warrick, John Hubbard and Hugh Beaumont heading the cast and William Beaudine directing, producer Paul F. Heard fashioned a clean, interesting and meaningful picture that rates more than favorably with most commercial product in the same budget category.

The screenplay, by Robert Presnell, presents Miss Warrick and Hubbard as a young couple who marry in the average way, live average lives, rearing two sons, and review at age 50 what has happened to them spiritually and socially, meanwhile. The incidents in their lives are counterparts of those experienced by most people—salary raises, promotions, loss of a son in war, discharge of social and economic obligations—and the effect of these is much as it is in typical cases, a drifting away from their church and a diminution of the importance they give to their religion. At 50 they realize the error of this and resolve to rectify it. This decision is presented without melodramatics, as are the other steps in the story, and is the unspectacularly logical consequence of the events which have preceded it.

The point of the story is simply that people should hold fast to their religion. The Christian religion is the one dealt with, but no denomination is named.

Running time, 72 minutes. General audience classification. Release date, not set.

'Movies Are Better'

(*Continued from page* 1)

Ben Domingo, Russ Emde, Joseph Alexander, Jerry Shinbach, Harry Weiss, Jay Golden, Mike Edelstein, Sigurd Wexo, John Hearns, Charles Oelreich and Hardie Meakin.

The home office contingent will include, besides Howard, Sol A. Schwartz, executive vice-president and general manager of RKO Theatres, Tom O'Connor, Harry Mandel, Matty Polon, Bob Sherman, David Canavan, Major L. E. Thompson, Lee Koken, John Redmond, J. Yeransian, Dan Friendly and James Roth.

Ned E. Depinet, president of RKO, will address the gathering at a luncheon to be held at the Waldorf Astoria on Sept. 6.

Rodgers Eliminates

(*Continued from page* 1)

now included in the Southwestern area supervised by John S. Allen, who also has Dallas, Oklahoma City and St. Louis, with headquarters at Dallas.

Memphis, previously handled by Allen, has been transferred to the Southern territory of Rudolph Berger, who additionally has Atlanta, Charlotte, Jacksonville, New Orleans and Washington, making his headquarters in the latter city.

Pathe Strike

(*Continued from page* 1)

nolone indicated the company was willing to comply with union demands for a flat $3 across-the-board pay hike for the "collarites," retroactive to Sept. 1, 1949. The issue of retroactivity was the cause of the recent breakdown of negotiations. Retroactive pay checks, totalling between $6,000 and $7,000, will be distributed shortly to the 40 workers, Moss said. Expiration date of the new pact is Aug. 31, 1951.

Meanwhile, the local's bargaining committee has resumed negotiations with Universal-International where the main point of contention also has been retroactivity. A seven per cent general pay increase is being sought for over 200 U-I 'collarites.'

RKO, Reade Split

(*Continued from page* 1)

severing the partnership or the court will direct the appointment of a trustee to supervise the dissolution.

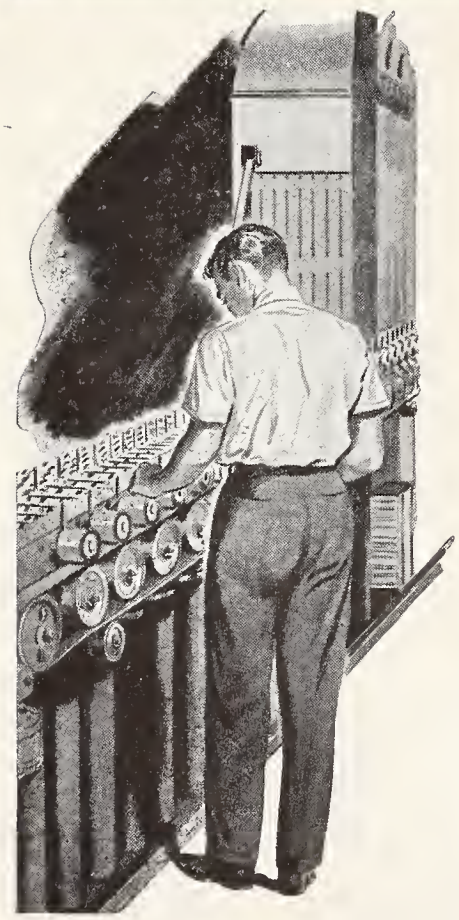
RKO and Reade have been at odds over a variety of operating matters for years and there seems little chance of their getting together on a deal at this point. Following entry of the dissolution order Reade probably will take an appeal from Judge Jayne's ruling for RKO.

We're delighted with SEVENTEEN's Picture of the Month award... and with the Movie Review in September: "A great story made into a great movie... the acting is superb... our hats are off to everyone connected with the making of this giant-among-movies for its sincerity, its courage and humanity."

seventeen's picture of the month

20th CENTURY-FOX

ANOTHER REASON WHY "MOVIES ARE BETTER THAN EVER."



Guardian of her most important "bath"...

COSTLY shots like this might be so much spoiled footage . . . save for the vigilance and knowledge of the laboratory man.

He makes sure that the dailies take *their* all-important bath . . . inspecting, testing, keeping constant check as the exposed footage runs through the developing, fixing, and washing tanks and driers.

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Says Critics' Choice Tops In Money, Too

Mankiewicz In Answer to Mass Entertainment Bid

The top grossing films of the past five years were those which not only appealed to the general public but also earned critical acclaim, Joseph Mankiewicz, 20th Century-Fox producer-director-writer, said here yesterday in answer to exhibitor complaints that some producers are slanting their product for the "intelligentsia."

The most recent plea for "mass entertainment" instead of weighty themes in motion pictures was made by Hary C. Arthur, president of Fanchon and Marco. However, Mankiewicz, who arrived in New York from Europe late last week, said he had not heard of Arthur's argument before the

(*Continued on page* 4)

ReportBondLeaving Warner Buying Post

Clayton E. Bond, chief film buyer for Warner Brothers Theatres for the past 20 years, has relinquished that post as a result of increasing shifts of buying responsibility from the home office to the field, it was reported in trade circles here yesterday.

Bond's industry career began in 1912 when he joined Majestic Film Co. as a booker. Various subsequent

(*Continued on page* 4)

Video Color Decision Is Due Tomorrow

Washington, Aug. 30.—Federal Communications Commission officials indicated today they still hope to issue their color television decision in the very near future—possibly on Friday, despite the last-minute claim of Color Television, Inc., of a new and so-called superior system. FCC offiicials said the Commission has no intention of holding up the decision, and would probably deal with CTI's request for reopening of the proceedings in the decision itself.

There Are Lots of Good Movies: Loew's

Loew's Theatres in New York yesterday launched a "saturation" radio and newspaper campaign to sell to the Metropolitan area the "Wonderful New Movie Season" just beginning. "The campaign levels on a lineup of exceptional attractions for the next four weeks," said Ernest Emerling, Loew's advertising director.

As a general industry "plug," Loew's will use the slogan: "There Are Lots of Good Movies," to be shouted over the air some 100 times a day, and appear in all newspaper ads, posters, etc.

Midwest Stresses 'Better-Than-Ever'

KANSAS CITY, Aug. 30.—Described to Fox Midwest district and theatre managers at a meeting here today were the details of a campaign program to increase business at the circuit's many box-offices.

Emphasized was a "Fall Film Festival of Better-Than-Ever Movies," with all urged to exert initiative and thought on picture promotion.

There was a discussion to expand further the development of clubs for boys and girls. Practically every Fox Midwest location has one. These clubs were shown in a general meeting as well as in the district meetings to be of great worth in providing whole-

(*Continued on page* 4)

Coyne Sought for COMPO Post of Assistant to Mayer

Robert W. Coyne, presently associated with Gamble Enterprises in New York, is being sought for the post of assistant to Arthur Mayer, executive vice-president of COMPO, the Council of Motion Picture Organizations.

COMPO administrative executives are said to favor Coyne over other eligible prospects for the post but his formal appointment awaits the outcome of a poll of COMPO executive board members now in progress. The post is the second highest salaried one in COMPO, Mayer's $25,000 being first.

Several weeks ago Paul Lazarus, Jr., was offered the post on his resignation as top sales executive of United Artists but declined, to accept his present position as studio liaison here for Columbia Pictures.

Coyne was executive director of

(*Continued on page* 4)

Impellitteri Renews N.Y. Bid for Filming

New York City will continue to welcome and to facilitate motion picture production and location shooting, Acting Mayor Vincent Impellitteri told a preview audience at a showing of Universal's "The Sleeping City" at the Park Avenue Theatre here last night. The picture was made entirely in this city.

Impellitteri pointed out that the

(*Continued on page* 4)

Availability Dates Delayed, Allied Charges

Get Only 3 Days Notice In Some Cases: Snaper

The complaint that local exchanges are not making known dates for availability of prints sufficiently in advance was made here yesterday by Wilbur Snaper, president of New Jersey Allied. He charged that branches are notifying theatremen of availability in many cases only three days in advance, whereas three weeks is preferable.

Snaper also charged that film salesmen are much too infrequent in their visits to exhibitors and said as a means of simplifying the job for theatremen he will campaign for the licensing of films in groups with a cancellation privilege of 20 per cent.

These were among the subjects taken up at a meeting of the Allied unit

(*Continued on page* 4)

List $9-Millions in Nasser Liabilities

HOLLYWOOD, Aug. 30.—Assets of $672,080 and liabilities of $9,249,778 were listed by the four Nasser Brothers, independent producers and studio operators, in their petition in bankruptcy, hearing on which has been set for Sept. 5 in U. S. District Court, Los Angeles.

The business concerns of the four—

(*Continued on page* 4)

At Least 300-400 Houses In 'Eve' Plan: Einfeld

Charles Einfeld, 20th Century-Fox advertising - publicity vice - president, said here yesterday he is optimistic that at least 300 to 400 theatres will schedule specific performances for "All About Eve" under the company's "start-of-show" plan for the picture. He added the number might go well beyond those figures.

He said that some theatres are not equipped to handle that type of performance scheduling in that it might require the employment of additional ushers, cashiers and box-offices.

The Roxy here will have a half-hour interval between each performance of the film, Einfeld said, with tickets available for purchase at many points in the city. Each ticket will be stamped for a specific performance.

Lift 'No Way Out' Ban in Chicago

CHICAGO, Aug. 30.—Capt. Harry Fulmer of the censor division of the Chicago Police Department announced today that showing of 20th Century-Fox's "No Way Out" would be permitted in this city with a small portion of the film deleted.

Last week, Captain Fulmer recommended that the film, which attempts to portray prejudices encountered by a Negro doctor, be banned in Chicago. He asserted that its showing in Chicago "might result in serious trouble." Police Commissioner John C. Pren-

(*Continued on page* 4)

Critics, Too, Must See 'Eve' from Start

The policy of "scheduled performances" set for exhibition of "All About Eve" by 20th Century-Fox will be applied also to special screenings at the home office for invited guests.

Trade press reviewers were warned yesterday to be on time for the screening scheduled for six P. M. next Wednesday. No one will be seated after the picture starts. "All About Eve" is slated to open at the Roxy here in October on the "scheduled performances" policy.

Overseas Program To Be Expanded; Will Meet Today

WASHINGTON, Aug. 30.—The advisory commission on the State Department's overseas information program will meet here tomorrow to discuss methods for expanding the activities of the program.

The Commission will meet with President Truman in the morning and then deliberate with State Department officials.

Meanwhile, President Truman has appealed to the Senate to restore the cuts made by the House in the funds asked to expand the "Voice" program. The House cut over $19,000,000 from an $82,000,000 request.

The House Foreign Affairs Committee has approved a bill to set up a new 12-man commission to supervise and expand the overseas information program. The bill, sponsored by Rep. Mansfield (D., Mont.), reaffirms support of the program, but says that it must be enlarged and improved. Four of the 12 members would be appointed by the President, four by the Senate and four by the House.

Schedule Visit to Will Rogers Hospital

R. J. O'Donnell and Herman Robbins will be hosts to directors of the Will Rogers Memorial Hospital and invited guests at Robbins' Schroon Lake Lodge and on a visit to the Saranac Lake hospital over the weekend of Sept. 22-25.

A directors' meeting will be held at the hospital followed by a luncheon in honor of Dr. George Wilson, who currently is marking his 25th year with the institution.

Alter the Roxy for Symphony Playdates

Extensive alterations have been completed in the Roxy Theatre to accommodate the 104-man Philharmonic Symphony Orchestra of New York, which Dimitri Mitropoulos will conduct beginning tomorrow, in a two-weeks' engagement, pairing its concerts with 20th Century-Fox's Technicolor film, "The Black Rose."

Marking the first time a major symphonic orchestra has been heard in a motion picture theatre as a featured presentation of the film program, the house has installed special lighting, enlarged the actual stage area, and augmented its amplifying system.

2 Towns in Atlanta Area Cut Blue Laws

ATLANTA, Aug. 30.—The City Council at Hickory, N. C., has voted to allow theatres to open in that town for Sunday shows between the hours of 8:45 P.M. and 11:30 P.M. This is in addition to the present two shows in the afternoon.

After several months of court fighting, the City Council of Cleveland, Tenn., has voted to allow theatres to open on Sundays, but not during church hours.

Personal Mention

KENNETH CLARK, Motion Picture Association of America press relations director, was in New York yesterday from Washington.

•

CLARENCE TAYLOR, assistant to the president fo the Kentucky Association of Theatre Owners, has returned to Louisville from two weeks camp duty as a member of the National Guard.

•

JOSEPH A. ADORNO, Connecticut State Treasurer and son of SAL ADORNO, SR., owner of the Palace, Middletown, Conn., will be honored by the Italian-American Republican League of Hartford County at a dinner in October.

•

SAM SHAIN, 20th Century-Fox exhibitor relations director, is attending the West Virginia Theatre Managers Association convention at White Sulphur Springs, W. Va.

•

LOU J. KAUFMAN, Warner Theatres executive, is due to return here from Pittsburgh at the weekend.

•

GEORGE HUDAK, manager of E. M. Loew's Theatre, is back in Hartford from Montreal.

•

MRS. CLYDE MARSHALL, co-owner of the Columbian Theatre, Columbia, Ky., has been a Louisville visitor.

SAM SPIEGEL, co-partner with JOHN HUSTON in Horizon Pictures, is here from Hollywood.

•

J. LESLIE KAUFMAN, public relations counsel for F. and M. Stageshows, Inc., is in New York from Los Angeles.

•

EDDIE LINDA, manager of the Roosevelt Theatre, Miami, has come to New York for reassignment to a new location.

•

SAUL SHIFFRIN, booker at M-G-M's New Haven exchange, will marry ELEANOR REIN of Newark, N. J., Nov. 5.

•

RUSSELL ORDWAY, manager of the Plaza, Windsor, Conn., will be married in the fall to DOROTHY TRUEWORTHY of West Hartford, Conn.

•

LEE FEIGIN, assistant manager of Loew's Poli Palace, Hartford, and CYNTHIA LEVY of Hartford have planned an autumn wedding.

•

LOU ARRU, president of American Drive-in Theatres, Louisville, will leave Tuesday for Paris and Rome.

•

LOU PERRONE of E. M. Loew's Theatre, Hartford, has been recuperating from an operation.

SEG Signs Contract With 20th-Fox Unit

The Screen Employes Guild has signed a contract with 20th Century-Fox covering foreign version title editors and "spottors". It provides for individual salary increases averaging 18 per cent. The contract is the first signed with 20th-Fox for the foreign versions department.

The date of the SEG-sponsored conference of industry unions has been changed to today. Ways and means of securing wage increases has been added to the agenda. The SEG's council, at its last meeting, voted unanimously to approve the recommendations of the executive board to press for overall wage increases.

Ascap Releases Music To Nat'l Guard Show

The American Society of Composers, Authors and Publishers has granted a free license for the performance of the music of ASCAP members on "The National Guard Show." This action by the Society is in accordance with ASCAP president Otto A. Harbach's letter to President Truman of July 27 stating: "The Society is happy to make freely available its extensive repertory of musical compositions to the government and its Armed Services, as it did in the last war, without profit to the composers, authors or publishers, for the duration of the present crisis," provided the music is not used for commercial purposes.

"The National Guard Show" will be a series of 39 15-minute transcribed programs for the purpose of recruiting men for the National Guard.

Explosion Burns Cause Longo Death

BOSTON, Aug. 30.—Paul Longo, owner of the Meadow Glen Drive-in at Medford, died yesterday at Peter Bent Brigham Hospital from burns suffered when an explosion leveled the theatre's concession building on Aug. 20. Alone in the building, he tried to light a hot water heater which apparently had been leaking. He staggered to the door and was rushed to the hospital by his wife.

Born in Wakefield, he served in the Coast Guard during the last war and was past president of the Medford Chamber of Commerce. He was a director of Drive-in Theatres of New England and a member of the Independent Exhibitors Association. Besides the widow, he leaves his mother and father, a son, Paul, Jr., a daughter, Judy, and a brother and sister.

Flames Destroy Film In Schaeffer Depot

NEW ORLEANS, Aug. 30.—A flash blaze swept the entire interior of John Schaffer's Film Delivery Service depot. The origin of the fire is still undetermined. The loss of the film, an afternoon's pick-ups for morning delivery, is estimated at several thousand dollars.

New Crosby-Boyd Film

HOLLYWOOD, Aug. 30.—Paramount has announced that Leo McCarey will produce and direct Bing Crosby and William Boyd with a cast possibly including the four Crosby sons in a new production based on an original story by McCarey and Frank Butler.

Coming Events

Aug. 31 — West Virginia Theatre Managers Association annual convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 31—Screen Employes Guild-sponsored all-industry union conference, New York.

Sept. 5-7—Monogram Allied Artists annual sales convention, Ambassador Hotel, Los Angeles.

Sept. 6—North Central Allied board meeting, Minneapolis.

Sept. 6 — COMPO Committee on organization meeting, New York.

Sept. 7-9 — Eagle Lion Classics-regional sales convention, Hotel Warwick, New York.

Sept. 13—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Sept. 14 — International Citation Award dinner of the Toronto Variety Tent, Toronto.

Sept. 14-16 — Eagle Lion Classics-regional sales convention, Chicago.

Sept. 14-17—Pacific Coast Conference of Independent Theatre Owners at Cal-Neva, on Lake Tahoe, Cal.

Sept. 19—"All Presidents' Dinner," amusement division of the United Jewish Appeal, Hotel Astor, New York.

Sept. 19-21 — Independent Theatre Owners of Ohio annual convention, Netherland Plaza Hotel, Cincinnati.

Sept. 25-26 — Allied Theatres of Michigan annual convention, Hotel Book-Cadillac, Detroit.

Sept. 26-27—Kansas-Missouri Theatre Association convention, Hotel President, Kansas City.

Sept. 26-28 — United Paramount Theatres meeting of home office executives, circuit partners and associates in the Poconos, Pennsylvania.

Sept. 27—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Nominees Named for NTFC; Vote Sept. 27

Nominees for officers of the National Television Film Council were named here yesterday at a meeting of that unit.

Nominated for president were Andy Jaeger and J. A. Maurer; for vice president, Paul White, Jaeger, John Mitchell, Ed Carroll and Helen Buck; secretary, Jaques Kopstein, W. W. Black; treasurer, Bert Hecht, Black and Ed Evans. Some 21 others were named to fill the 11 board positions. Elections will be held on Sept. 27.

Sammis Fetes Miss Rooks

HOLLYWOOD, Aug. 30.—On his first visit to Hollywood since the *Photoplay Magazine* "Gold Medal Awards" dinner last February, Fred R. Sammis, editorial director of *Photoplay* today gave a cocktail party to Lyle Rooks, new Hollywood editor of *Photoplay*. Representatives of the various studios attended the welcome for Miss Rooks at the Bel Air Hotel.

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SOON!

RST EAST...ATLANTIC CITY SEPTEMBER 1

HEN WEST...SAN FRANCISCO SEPTEMBER 20

HEN COUNTRY-WIDE !

Availability

(Continued from page 1)

in Newark on Tuesday. The group will hold another session late in September to make specific recommendations for Snaper and Irving Dollinger, New Jersey Allied board chairmen, to take to the national convention of Allied States in Pittsburgh early on Oct. 2-4.

Snaper reported yesterday that he advised the membership that payments to the Council of Motion Picture Organizations could be made in a lump sum in behalf of the Allied unit. He did not recommend this, he added, but merely pointed it out as a possibility. The indication was that the standard method of voluntary payments at the rate of one-tenth of one per cent of film rentals would be adopted.

The recent suggestion for advanced admission prices made by Allied States board chairman Abram Myers drew agreement from Snaper, who said that many theatremen had failed to keep step with the general rise in prices.

'No Way Out' Ban

(Continued from page 1)

dergast upheld Captain Fulmer's action.

As a result of protests by national groups, Mayor Martin H. Kennelly, at the suggestion of Commissioner Prendergast, appointed a special committee of two Negro men, one Negro woman and three white men to view the film last night. They recommended that it be shown with certain deletions.

Mankiewicz on Product

(Continued from page 1)

matter was brought up by reporters at a Stork Club luncheon aranged by 20th-Fox yesterday.

Mankiewicz said that many "cliche concepts" about Hollywood production are being broken down, including the often quoted "12-year-old audience" type of picture. He said actually there "was a time when 12-year olds were making pictures for adults."

Of the 20th-Fox plan to set specific performances for "All About Eve," Mankeiwicz said the general idea is a good one for the reason that it insures that the film will not be seen from the middle, a situation which has led some film-makers to "over-motivation" in plot material. This is a problem peculiar to the producer, he said, pointing out that every other art form—stage play, book, etc.—is viewed by its audience invariably from the first scene or page.

Mankiewicz said he is convinced also that the "start-of-show" plan will contribute much in the way of eliminating double bills where "they are an evil." He added, however, that some theatres require doubles to survive.

Regarding his trip to Europe, Mankiewicz said he found that the dubbing of U. S. films for the Continental markets does much to destroy their quality. He said that largely lip movements are followed, but there is no direction of the readings and the result is that the product emerges so poorly that the U. S. industry is faced with the loss of the European Continent as a market. He said "quality control" will safeguard against this and 20th-Fox has taken steps to remedy the situation.

Coyne Sought

(Continued from page 1)

Theatre Owners of America for four years before joining Gamble Enterprises, which is headed by Ted R. Gamble. During the war he was national field director for the War Finance Division of the U. S. Treasury, and was in government service prior to that.

Freydberg Quits WNEW

Nicholas Freydberg has resigned as New York Station WNEW's sales promotion-advertising director.

Impellitteri

(Continued from page 1)

city's present coordination system for facilitating the issuance of permits for motion picture or television locations makes the process almost instantaneous, where formerly it required nearly a week to obtain such permits. As a result, he said, location companies working here increased from 13 in 1947, to 28 in 1948 and to 35 last year.

Production here, he pointed out, benefits the city through increased consumer and payroll dollar revenue and through the promotional return of increased outside interest which brings visitors to the city. Citing the city's unique advantages for location purposes, Impellitteri said they are available also to television producers.

Report Bond Leaving

(Continued from page 1)

posts included associations with Paramount, First National and Balaban and Katz. He was a division manager for Warner Brothers Pictures from 1927 to 1929 and joined the circuit as head buyer shortly afterward.

Bond was not available for comment on the report that he is leaving the buying post and on his plans for the future. Other Warner Theatres officials in a position to comment also were unavailable yesterday.

Canadian Imports Up, Exports Down

OTTAWA, Aug. 30.—Canadian government reports imports of films into Canada declined to $319,000 in June of this year, compared with $360,000 in June last year, but they advanced to $2,186,000 in the first half of 1950, against $1,971,000 last year in the same period.

The report also discloses exports of films from Canada declined spectacularly in June this year to $146,000, against $377,000 in June a year ago and totalled only $1,116,000 in the first half of 1950, compared with $1,887,000 last year in the corresponding period.

Schwerin Joins TV Firm

Jules V. Schwerin, formerly with Paramount's Hollywood production department, has been named to the programming and production department of Official Television, here.

Nasser

(Continued from page 1)

James, George, Henry and Theodore listed separately, show assets of $4,075,299 and liabilities of $2,407,754. The petition breaks down the position of each of the brothers as follows:

James: assets, $216,751; liabilities $2,506,784. George: assets, $173,477 liabilities, $2,212,203. Henry: assets $184,480; liabilities, $2,210,958. Theodore: assets, $98,372; liabilities, $2,319,833.

Midwest Stresses

(Continued from page 1)

some activities for boys and girls, and in cultivating them as theatregoers. It was said this service for children elicits many letters of appreciation from clergy, schoolmen, parents, and others.

Senn Lawler laid out fall campaign plans in the general session, showing material prepared to back up exploitation of the many outstanding pictures described by Ralph Adams as in prospect from the several producers.

Midwest circuit head Elmer C. Rhoden closed the sessions with encouragement to expect fine product and called for intensive effort to take advantage of the opportunity for building patronage. The meeting ended with an outing this afternoon, including a golf tournament at St. Andrew's Club and sports and diner at the Stan Lane Farm.

Eight More Pictures Given Legion Ratings

Of eight new films reviewed by the National Legion of Decency, three were rated A-I, three A-II, and two B.

A-I: "Across the Badlands," Columbia; "The Fireball," 20th-Fox and "Toast of New Orleans," M-G-M. A-II: "Beauty on Parade," Columbia; "The Scarf," United Artists, and "Tea for Two," Warner. B: "Dark City," Paramount, and "A Life of Her Own," M-G-M.

Austrian Talent Idle Are on the Increase

Of 2,300 actors, entertainers and dancers in Austria, 1,900 are unemployed today, according to Dr. Charles R. Joy, foreign relief expert now in Europe on a CARE assignment. He sent this word back to CARE headquarters here.

The situation of these unemployed, he said, "now is worse than it was just after the war. Then there were a great many soldiers in the country seeking amusement. Now, most of the soldiers have gone home, and the Austrian people must spend whatever money they have for food and clothing and other essentials." Dr. Joy has asked persons in the film and other amusement industries in the U. S. to send CARE packages.

Ohio Bans WB's 'Kiss'

COLUMBUS, O., Aug. 30.—Warner Brothers' "Kiss Tomorrow Goodbye," starring James Cagney, has been refused censor board's approval in Ohio, Dr. Clyde Hissong, state director of education and chief Ohio censor, declined to give reasons for the ban, preferring that any statement about the action be made by the producers.

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PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

N. Y. Businessmen Plan a Mardi Gras

Theatres as well as other businesses here are expected to enjoy increased revenue under the plans of a businessmen's group for a "Pan-American Week". No date for the event has been set.

The group, one of whose leaders is H. B. Cantor, president of the Governor Clinton Hotel, has applied to the City for cooperation in making arrangements for such an event. The City Department of Commerce has the request under consideration. Celebration of the "week" would include a Mardi Gras patterned after the one which New Orleans presents annually, according to present plans.

Ansco to Build New Plant in New Jersey

BINGHAMTON, N. Y., Aug. 30.—Ansco has begun construction of a new combination district office, processing laboratory and warehouse in Union Township, N. J., which it says will provide facilities for more rapid service for Ansco motion picture customers in the Metropolitan New York and Eastern seaboard areas.

When the building is completed, facilities there will replace Ansco's present laboratory installations in New York City and Binghamton.

Buy Ad to Promote Competitor's Film

SIOUX FALLS, S. D., Aug. 30.—The spirit of competition got crossed wires here when Harold Boyd and Harold Hanson, operators of the East Park drive-in deliberately and with friendliness aforethought bought space in the Sioux Falls *Daily Argus-Leader* to tell film-goers not to miss a picture playing at another theatre.

The Boyd-Hanson advertisement urged patrons to see Paramount's "Sunset Boulevard" at the Sioux Falls State.

Castle Sets Ad Campaign

Castle Films will launch what it describes as "the most extensive advertising and promotional campaign in the company's history," it was announced here yesterday by James M. Franey, president of the related United World Films. The Monroe Greenthal Co. is the advertising agency for Castle, United World, and Universal International Pictures Co.

Levenstein Resigns

Frederick N. Levenstein has resigned as secretary-treasurer of Superfilm Distributing Corp. Levenstein, who had been in charge of distribution for Superfilm since 1946, was also secretary-treasurer of Supercinema Corp., which until recently operated the Golden Theatre here.

Monogram Names Grey

HOLLYWOOD, Aug. 30.—Peter Grey has been named head booker in Los Angeles for the Monogram franchise branch headed by Howard Stubbins.

Reviews

"Lonely Heart Bandits"

(Republic)

THE unsavory activities of rackcteers who prey on lonely hearts is the basic theme of this Republic melodrama. The picture has been made in a conventional mold. Action is well-sustained, although the story development is along obvious lines.

Dorothy Patrick and John Eldredge have the leads as a couple who team up matrimonially in order to better mulct gullible people of their savings. The screenplay, by Gene Lewis, progresses as a series of mate-seeking people are fleeced of their savings through the cunning maneuvers of the couple.

Finally, the pair decide to put their clutches on the savings of a prosperous, small-town widow, played by Ann Doran. This proves their Waterloo. Of course, Miss Doran is taken in by the polished charms of Eldredge and presently she consents to marry him. But the sleuthing efforts of a friend of Miss Doran finally brings to light the nefarious nature of Eldredge and Miss Patrick. There follows the efforts of the police to catch the elusive couple, which involves some wild chases. A fadeout gun battle brings death to Eldredge and capture to Miss Patrick. Stephen Auer was associate producer and George Blair directed.

Running time, 60 minutes. General audience classification. Release date, Aug. 29.

MANDEL HERBSTMAN

"The Return of Jesse James"

(Lippert) *Hollywood, Aug. 30*

THE MAGIC NAME of Jesse James is once more exploited by Lippert Productions with the added marquee significance of John Ireland, Henry Hull, Ann Dvorak and Reed Hadley as the principals. Not exactly a sequel to the successful "I shot Jesse James," the picture has a similar setting and takes place not too much later.

Ireland, who played Bob Ford in the earlier picture, portrays a young brigand who, under the tutelage and direction of Hank Younger, played by Hull, impersonates the part of Jesse James in a similar and similarly fated round of bank-robberies. There is more shooting in this second picture, so much more in fact that only one prinicpal is still alive when the picture ends. Also, there is more substance to the story, but practical comparison of the two films must await the box-office verdict. "I Shot Jesse James" played away above expectation. This picture could do likewise.

The script by Jack Netteford, from a story by the producer, Carl K. Hittleman, spins along rapidly to the point where Ireland, successfully masquerading as Jesse James, creates such a headline furore that Hadley, as Frank James, feels it necessary to come out of his retirement in Tennessee to put a stop to the masquerade. Hull, as Younger, agrees to call off the pretense, but Ireland, spurred on by Miss Dvorak, Younger's daugther, persists in carrying it on. He kills Bob and Charles Ford, and leads his band against a bank in Westfield, Minn., where the original Jesse failed in a like effort. But Frank James has alerted the town to the approaching robbery and all but Irleand and Hull are shot. They kill each other, subsequently, Ireland first killing Miss Dvorak also.

Production by Hittleman is on the large scale, and direction by Arthur David Hilton is at its best when action is at its peak.

Running time, 75 minutes. General audience classification. Releasc date, Sept. 8.

Leo Cohen to Make Several in France

Leo Cohen, foreign film distributor here, has re-established offices in France wherc he is currently co-producing "He and Me," being directed by Herve Bromberger, based upon a story by Lcopold Gomez, and starring Henri Guisol and Jacqueline Gauthier. Gomez is also co-producer.

The film is described as "the first of several top-budget films to be produced in France this ycar by Cohen."

Movie Quiz Winner

HOLLYWOOD, Aug. 30.—H. H. Derringer, retired Navy officer from Chestertown, Md., today won the Movie Quiz finals from two other semi-finalists flown here for a competition conducted in the presence of witnesses. The Movie Quiz reel used in the run-off competition is now ready for distribution.

Shumate Turns Director

HOLLYWOOD, Aug. 30.—Harold Shumate has been signed by Lippert Productions' Murray Lerner to direct and write the screenplay of "Little Big Horn," from his own original. This will be Shumatc's debut as a director. Film will be made by C. K. Hittleman.

Bostwick Heads Variety Club

MEMPHIS, Aug. 30.—Robert L. Bostick, manager of the National Theatre Supply branch here, has been named chief barker of the local MFS Variety Club by the board of directors to succeed Ed Williamson, who has been transferred by Warner Brothers to Dallas.

'Tramp' First-Run Trio

DENVER, Aug. 30.—U-I's "Saddle Tramp" world premiere in Denver inaugurated a new first-run combination a tthe Tabor, Alladin and Webber Theatres. Producer Leonard Goldstcin headed the troupe from Hollywood that included "Saddle Tramp" star Joel McCrea, accompanied by Ann Blyth and Carol Varga.

3 Mexican Films for US

LOS ANGELES, Aug. 30.—Harry Stern, head of the special features division of Mexico's Azteca Films and Clasa-Mohme, Inc., has set three more of the joint department's Spanish-language pictures, "Little Dark Angels," "Rio Escondido" ("Hidden River") and "Rancho Grande," for the American markct. They are now ready for nationwide distribution.

Recovered, Sears Signifies to UA He's Ready to Work

Gradwell L. Sears, former United Artists president, who was recupcrating from a heart attack when the recent change in UA management occurred, has been given a clean bill of health by his physician and has been pronounced fit to resume work. Sears has notified the UA management by letter that he is prepared to report for work at nine A.M. next Tuesday but had heard nothing from the company in reply up to yesterday.

Sears had been dropped from the company's payroll in July. Last week his attorney started suit for performance of his employment contract with UA which has until the end of next year to run, with 10-year severance provisions to take effect thereafter.

Sam Spiegel, independent producer releasing through UA, has arrived in New York from the Coast and reportedly will seek definite information from the UA management concerning the company's future plans before delivering his next picture. Stanley Kramer is scheduled to arrive here Sept. 10, and Edward Small some time next week. In the case of the latter, the visit is described as primarily for a vacation.

Laurel Films Sets 5 Feature Productions

A production schedule involving two pictures for the rest of 1950 and three for early 1951 is announced by John W. Arent, vice-president and executive producer of Laurel Films. All but one of the films will be made in New York.

The two remaining pictures for 1950 are "Two of a Kind," from the stage comedy produced by Milton Berle and written by Searl Kramer, and "Those Who Trespass," by Alexander Greendale.

The early 1951 schedule calls for "Pretend to Live," by William Child; "Cover of Darkness," the Bernard Reines drama which was on Broadway under the title of "Forward the Heart," and an untitled original by Joseph Lerner and Ben Ross Berenberg.

Goldhammer to L.A. Meet

CLEVELAND, Aug. 30.—L. E. Goldhammer, Monogram-Allied Artists Eastern district sales manager, has arrived here from New York for conferences regarding the sales campaign for "County Fair." Before arriving in Los Angeles for the company's sales convention, on Sept. 5-7, he will visit its offices in Cincinnati and Chicago.

Cornell Sets Two Deals

Cornell Film Co. here has completed deals with Film Chronicles of Hollywood and Alberto Baldecchi Productions of Santa Monica whereby thc New York company will release productions of the others in the 16mm. and television fields, Milton J. Salzberg, president of Cornell, reported yesterday upon his return here from the Coast.

Spalter Has Two More

Spalter International Pictures has imported two French imports, "Eternal Conflict" and "Red Angle." They have English titles. The former stars Annabella, the latter Thila Thamar.

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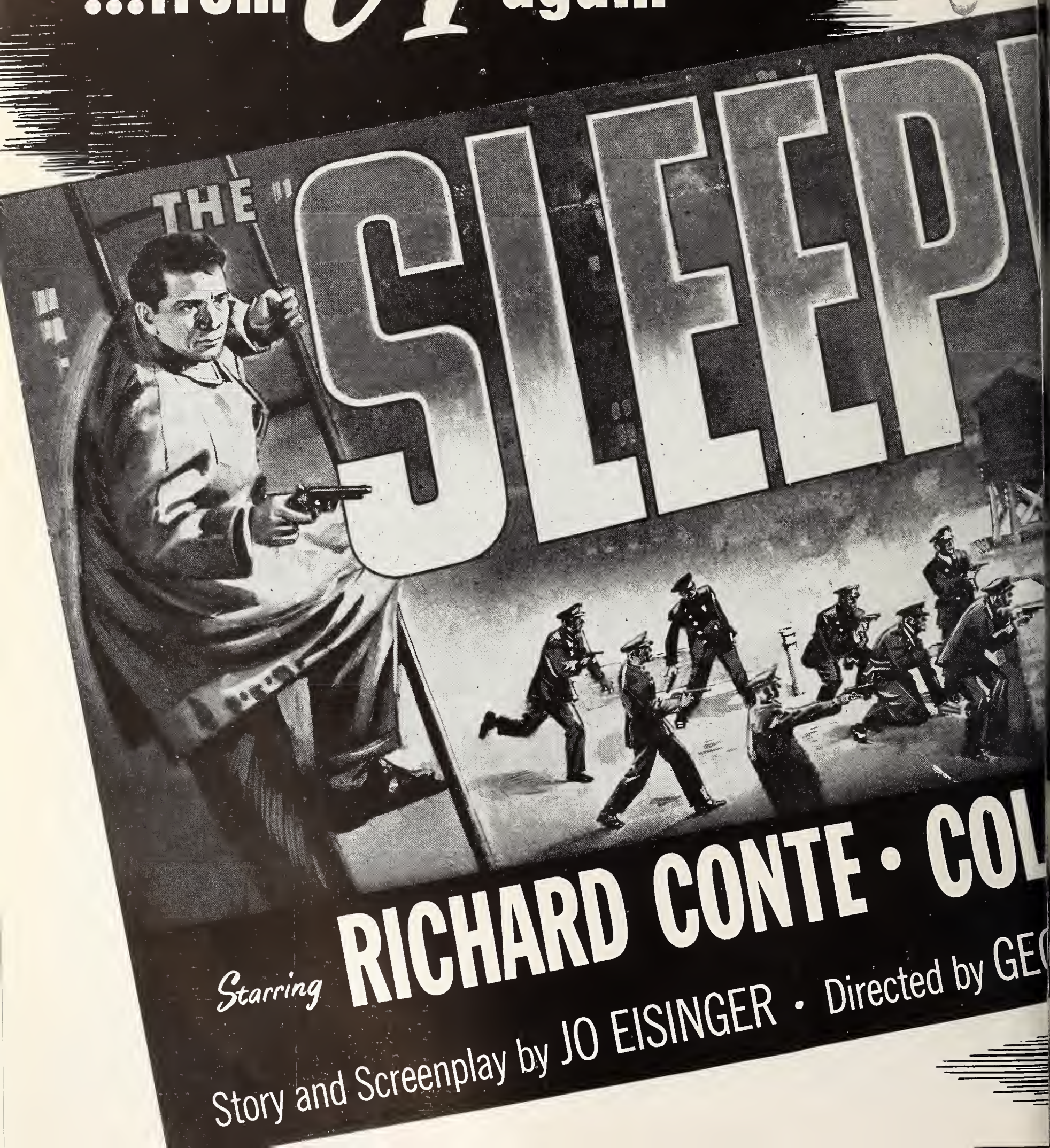

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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO
July 16	(July Releases) ROGUES OF SHERWOOD FOREST (Color) John Derek Diana Lynn D—80 min. (Rev. 6/16/50)	(July Releases) GOLDEN SALAMANDER Anouk D—96 min. THE BLUE LAMP Dirk Bograde D—84 min. (Rev. 6/1/50)	HAPPY YEARS (Color) Dean Stockwell Scotty Beckett D—110 min. (Rev. 5/25/50)	SNOW DOG Kirby Grant Elena Verdugo D—63 min. (Rev. 7/19/50)	(July Releases) THE LAWLESS Macdonald Carey Gail Russell D—83 min. (4923) (Rev. 4/7/50) MY FRIEND IRMA GOES WEST John Lund Marie Wilson C—91 min. (Rev. 5/31/50)			(July Releases) THE GUNFIGHTER Gregory Peck Helen Westcott D—84 min. (015) (Rev. 4/26/50) WHERE THE SIDEWALK ENDS Dana Andrews Gene Tierney D—95 min. (Rev. 6/26/50)	ONCE A THIEF Marie MacDonald Caesar Romero D—88 min. (Rev. 6/26/50)	(July Releases) WINCHESTER 73 James Stewart Shelley Winters D—92 min. (Rev. 6/7/50) PEGGY (Color) Diana Lynn Charles Coburn CD—77 min. (Rev. 6/20/50) ADAM AND EVALYN Stewart Granger Jean Simmons C—92 min. (Rev. 11/21/49)	GREAT JEWEL ROBBER David Brian D—91 min. (Rev. 6/13/50) FLAME AND THE ARROW (Color) Burt Lancaster Virginia Mayo D—88 min. (Rev. 6/20/50) 50 YEARS BEFORE YOUR EYES (Documentary 73 min.) (Rev. 6/20/50)	FALLEN IDDL Ralph Richardson D-94 min. (Rev. 10/4/49) (Release—July) THE THIRD MAN Joseph Cotten Valli Orson Welles D—104 min. (Rev. 1/31/50) (Release—July)
July 23	711 OCEAN DRIVE Edmond O'Brien Joanne Dru D—102 min. (Rev. 7/12/50)		MYSTERY STREET Ricardo Montalban Sally Forrest D—94 min. (Rev. 5/17/50)	COUNTY FAIR (Color) Rory Calhoun D—76 min.		THE OLD FRONTIER Monte Hale O—60 min. (Rev. 8/2/50) JUNGLE STAMPEDE George Breakston Travelogue—60 min. (Rev. 8/4/50)	TREASURE ISLAND (Color) Bobby Driscoll Robert Newton D—96 min. (Rev. 6/21/50)		THE UNDERWORLD STORY Dan Duryea Gale Storm D—90 min. (Rev. 3/28/50)			
July 30	BEYOND THE PURPLE HILLS Gene Autry O—70 min. (Rev. 7/20/50) CAPTIVE GIRL Johnny Weismuller Buster Crabbe D—73 min. (Rev. 4/24/50)		THREE LITTLE WORDS (Color) Fred Astaire Vera-Ellen M—102 min. (Rev. 7/7/50)			VIGILANTE HIDEOUT Alan Rocky Lane O O—60 min. (Rev. 8/4/50)	DUR VERY OWN Ann Blyth Farley Granger D—93 min. (Rev. 3/20/50)				50 YEARS BEFORE YOUR EYES (Documentary 73 min.) (Rev. 6/20/50)	
Aug. 6	DAVID HARDING, COUNTERSPY Willard Parker D—71 min. (Rev. 5/24/50)	(Aug. Releases) DESTINATION MOON (Color) John Archer Warner Anderson D—91 min. (Rev. 6/26/50) THE SUN SETS AT DAWN Walter Reed D		MASSACRE VALLEY Johnny Mack Brown O			COME SHARE MY LOVE Fred MacMurray Irene Dunne C-D OUTRAGE Mala Powers Tod Andrews D—74 min. (Rev. 8/24/50)	(Aug. Releases) STELLA Ann Sheridan Victor Mature C—83 min. (Rev. 7/19/50)		(Aug. Releases) ABBOTT AND COSTELLO IN THE FOREIGN LEGION Bud Abbott Lou Costello C—79½ min. (Rev. 7/13/50) DESERT HAWK (Color) Yvonne DeCarlo Richard Greene D—77½ min. (Rev. 8/4/50)		LIPPERT
Aug. 13	(Aug. Releases) IN A LONELY PLACE Humphrey Bogart Gloria Grahame D—94 min. (Rev. 5/17/50) CONVICTED Glenn Ford Broderick Crawford D-91 min. (Rev. 7/26/50)		A LADY WITHDUT PASSPORT Hedy Lamarr John Hodiak D—84 min. (Rev. 7/13/50)	TRIPLE TROUBLE Bowery Boys CD	(Aug. Releases) THE FURIES Barbara Stanwyck Wendell Corey D—109 min. (4926) (Rev. 6/27/50)	THE SHOWDOWN Wm. Elliott Walter Brennan D—86 min.		BROKEN ARROW (Color) James Stewart Debra Paget D—92 min. (Rev. 6/12/50)	THE ADMIRAL WAS A LADY Edmond D'Brien Wanda Hendrix C—87 min. (Rev. 5/5/50)			HI-JACKED Jim Davis Marsha Jones D—66 min. (Release: 7/14/50) (Rev. 6/23/50)
Aug. 20	ON THE ISLE OF SAMOA Jon Hall Susan Cabot D—65 min. (Rev. 8/14/50)	EYE WITNESS Robt. Montgomery Leslie Banks D—104 min. (Rev. 7/20/50)	SUMMER STOCK (Color) Gene Kelly Judy Garland M—109 min. (Rev. 8/4/50)	SILVER RAIDERS Whip Wilson O	SUNSET BDULEVARD William Holden Gloria Swanson D—110 min. (4927) (Rev. 4/17/50)					KISS TOMORROW GOODBYE James Cagney Barbara Peyton D—102 min. (Rev. 8/1/50)		I SHOT BILLY THE KID Don Barry O (Release: 8/4/50) (Rev. 8/2/50)
Aug. 27	BEWARE DF BLONDIE Penny Singleton Arthur Lake O—66 min. (Rev. 4/3/50)					LDNELY HEART BANDITS Dorothy Patrick Rob't. Rockwell D	BORN TO BE BAD Joan Fontaine Robert Ryan D—94 min. (Rev. 8/22/50)		THE MEN Marlon Brando Teresa Wright D—85 min. (Rev. 5/19/50)			
Sept. 3	STREETS DF GHOST TOWN Charles Starrett Smiley Burnette O—54 min. (Rev. 8/9/50)	(Sept. Releases) NAUGHTY ARLETTE Mai Zetterling D—86 min. HIGH LONESOME John Barrymore, Jr. Lois Butler O (Rev.8/8/50)	A LIFE OF HER OWN Lana Turner Ray Milland O—108 min. (Rev. 8/11/50)	BIG TIMBER Roddy MacDowell O		FRISCO TORNADO Alan Rocky Lane O—60 min.	JOAN DF ARC (Color) Ingrid Bergman Jose Ferrer D—145 min. (Rev. 10/20/48)	(Sept. Releases) THE BLACK ROSE (Color) Tyrone Power Orson Welles D—120 min. (Rev. 8/7/50)		(Sept. Releases) SADDLE TRAMP (Color) Joel McCrea Wanda Hendrix O—77 min. (Rev. 8/28/50)	TEA FOR TWO Doris Day Gordon MacRae C—101 min. (Rev. 8/15/50)	TRAIN TO TOMBSTONE Don Barry D (Release: 8/11/50)
Sept. 10	(Sept. Releases) THE PETTY GIRL (Color) Robert Cummings Jean Caulfield D—87 min. (Rev. 8/18/50) PROWL CAR Mark Stevens Edmond O'Brien D		DEVIL'S DOORWAY Robert Taylor Louis Calhern D—84 min. (Rev. 5/16/50)		(Sept. Releases) FANCY PANTS (Color) Bob Hope Lucille Ball C—92 min. (5001) (Rev. 7/19/50)	WHERE DANGER LIVES Robert Mitchum D—84 min. (Rev. 6/16/50) WALK SOFTLY, STRANGER Joseph Cotten Valli D—81 min. (Rev. 8/21/50)		MY BLUE HEAVEN Betty Grable Dan Dailey M—96 min. (Rev. 8/18/50)	IF THIS BE SIN Myrna Loy Richard Greene D—72 min. (Rev. 6/28/50)		PRETTY BABY Dennis Morgan Betsy Drake C—92 min. (Rev. 7/25/50)	BORDER RANGERS Don Barry O (Release 7/21/50)
Sept. 17	WHEN YOU'RE SMILING Jerome Courtland Lola Albright M—75 min. (Rev. 8/25/50)	HER FAVORITE HUSBAND Jean Kent C PAPER GALLOWS Dermott Walsh D			UNION STATION William Holden Nancy Olsen D—89 min. (5002) (Rev. 7/12/50)	PRISONERS IN PETTICOATS Valentine Perkins Robert Rockwell D—60 min. REDWOOD FOREST TRAIL Rex Allen O—67 min.		PANIC IN THE STREETS Paul Douglas Richard Widmark D—96 min. (Rev. 6/14/50)		SHAKEDOWN Howard Duff Brian Donlevy Peggy Dow D THE SLEEPING CITY Richard Conte Coleen Gray D		HOLIDAY RHYTHM All-Star Cast M (Release 8/18/50)
Sept. 24	INDIAN TERRITORY Gene Autry Gail Davis O ACROSS THE BADLANDS Charles Starrett O		TOAST OF NEW DRLEANS (Color) Kathryn Grayson Mario Lanza C-M—97 min. (Rev. 8/24/50)			SUNSET IN THE WEST (Color) Roy Rogers O	EDGE OF DOOM Dana Andrews Farley Granger D—99 min. (Rev. 8/3/50)	FAREWELL TO YESTERDAY (Documentary) 88 min.			THE BREAKING POINT John Garfield Patricia Neal D—97 min.	RETURN OF JESSE JAMES John Ireland C (Release: 9/8/50)

(M) Musical (C) Comedy (O) Outdoor Action Numbers Are In Parentheses (Rev.) Motion Picture Daily review date.

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FIRST

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 44 NEW YORK, U. S. A., FRIDAY SEPTEMBER 1, 1950 TEN CENTS

Compo Group Invited to Truman Parley

White House Meeting on Crisis Is Set for Sept. 8

The all-industry meeting with President Truman on government support in the international crisis has been set for Sept. 8 at 12:30 P. M. at the White House. Announcement of the invitation to the industry group, which is known officially as the Council of Motion Picture Organization's Committee on Cooperation with the U. S. Government, was made by Ned E. Depinet, COMPO president and ex-officio chairman of the committee.

Slated to be present at the White House conference, in addition to President Truman, are Dr. John R. Steelman, who has been designated as the government's liaison with the film industry, and Dallas Halverstadt, film section chief in Steelman's office.

The visit to the White House will

(*Continued on page 4*)

TOA, NAB Tilt On Theatre TV Today

WASHINGTON, Aug. 31.—Three representatives of Theatre Owners of America will sit in tomorrow when the television committee of the National Association of Broadcasters discusses potential competition to television from theatre television.

The three TOA representatives will be TOA television consultant Nathan Halpern, United Paramount Theatres executive Robert O'Brien, and TOA television attorney Marcus Cohn.

NAB's television committee opened two-day meeting here today. On tomorrow's agenda is a report from

(*Continued on page 4*)

Films Exempted In Final Control Bill

WASHINGTON, Aug. 31.—House-Senate conferees on the economic control bill reached final agreement on a compromise measure late today, and the Administration hoped to have the bill at the White House late tomorrow.

As expected, the final compromise

(*Continued on page 4*)

Rank's G-B Votes Pfd. Dividend; Odeon Report Due

By PETER BURNUP

LONDON, Aug. 31.—Directors of J. Arthur Rank's Gaumont-British company have voted to pay the half-yearly dividend on the company's £3,250,000 of 5½ per cent first preference shares, due Sept. 30.

The action followed a report presented to G-B and Odeon directors by Rank, details of which will not be made public until Sept. 28. Voting of the G-B dividend came as a great relief to the money-market here, nevertheless.

Rank is expected to reveal Odeon's report on Sept. 6, following a directors' meeting on Tuesday. The dividend on Odeon's six per cent cumulative preference shares was not paid last June 30. It is learned that there will be no dividend voted on Odeon's ordinary stock and that the accounts will disclose another loss on business for the year, but nowhere near the loss reported for the previous year.

Rank's report is expected to paint a more reassuring picture of Odeon's future, while criticizing the government for interference in film affairs, such as forcing circuits to play unwanted pictures under quota law provisions. The Odeon circuit was compelled recently to play "The Chance of a Lifetime," a Socialist-Labor picture, at a considerable loss.

Rank also is expected to renew his

(*Continued on page 4*)

Paramount 'Harvest' Sales Drive Starts

Paramount has completed preparations for the "Golden Harvest Sales Drive of 1950," which will begin over the weekend with a special "Para-

(*Continued on page 4*)

'Movies Are Better Than—Television'

Linden, N. J., Aug. 31.—About half of General Aniline and Film Corp.'s 2,400 employes here were affected by a work stoppage yesterday following disciplining of an office clerk by suspension for a week without pay.

The employee was absent from work recently after reporting "ill." One source said he had gone to a major league baseball game in New York where he had been spotted by other employes watching the game on television.

100 Mono.-AA Sales Heads Assembling For Coast Meeting

LOS ANGELES, Aug. 31.—More than 100 Monogram and Allied Artists sales delegates will arrive here over the weekend to attend the companies' annual convention at the Ambassador Hotel starting Tuesday and concluding on Thursday.

Welcoming the group will be Steve Broidy, president of both companies, who will preside over the sessions, in addition to other Coast executives, including W. Ray Johnston, chairman of the board of directors; George D. Burrows, executive vice-president and

(*Continued on page 4*)

NLRB Overrules Studio Carpenters

WASHINGTON, Aug. 31.—A three-man National Labor Relations Board panel today over-ruled objections made by the Studio Carpenters Union

(*Continued on page 4*)

Films, Radio, Press Each Get Own Panels for U. S. Overseas Program

Washington, Aug. 31.—President Truman today approved plans for separate panels of top members of the motion picture, radio and newspaper industry to advise and help the State Department expand its overseas information program.

The Department's Advisory Committee on Information, headed by Mark Etheridge, took the plan to the White House today, and said the President supported this and other steps to step up the campaign against Communist propaganda in Europe and in other areas of the world.

The three panels, along with a fourth panel on general problems of the information program, will be appointed shortly by Secretary Acheson, Etheridge said.

Sears Returns To UA; Heads Distribution

Company to Abide By Pact; Outlook Brighter

Gradwell L. Sears, former president of United Artists, will return to the company on Tuesday morning as head of distribution, the post specified in his employment contract with the company which has until the end of next year to run, and which UA's top management has now advised Sears he will be assigned to.

Sears notified the company in midweek that he was ready to return to work immediately, if wanted, and in any event that he would report for work at 9 A.M. Tuesday. The former UA president had been taken off the company's payroll in July by the new management while he was recuperating from a heart attack in New York Hospital.

Last week, Sears' attorney started

(*Continued on page 4*)

Auten Resigns; UA To Drop Road Shows

United Artists will close its road-show department today effective with the resignation of Capt. Harold Auten, who has headed it since its inception almost five years ago.

Recently, the department has been principally engaged with special sales of J. Arthur Rank's "Henry V" and with "The Titan." It is understood that with the closing of the department UA will put "Henry V" into general release until next April 1, when the five-year American rights to the picture held by UA will revert to the Rank Organization.

Auten, who has been a distribution

(*Continued on page 4*)

Lippert Acquires 2 Additional Branches

BUFFALO, Aug. 31.—Lippert Pictures, Inc., of San Francisco has taken over the Buffalo and Albany offices of Lippert Pictures Distributing Co., formerly Screen Guild of Buffalo, Inc., effective at once.

Don Passen, former Warner Brothers Buffalo city salesman, will man-

(*Continued on page 4*)

Record Wave Length Promotions Slated For 'Union Station'

"The greatest radio and television coverage in history" has been set as a pre-opening ballyhoo for the New York premiere of Paramount's "Union Station," it was announced here yesterday by Max E. Youngstein, vice-president in charge of national advertising-publicity.

The premiere of the film, which costars William Holden, Barry Fitzgerald and Nancy Olson, will be sponsored by the Sister Kenny Foundation, and will be held at the Paramount Theatre on the night of Tuesday, Oct. 3 or 10.

"Despite the enormousness of the air coverage," Youngstein said, "its essence is its simplicity. Any theatre man, in any town in the country with radio or television facilities, can duplicate it on a comparable scale. The mold has been cast here in New York, and all the exhibitor has to do is bring together his local radio or TV station and the local Sister Kenny committee."

For two weeks preceding the premiere of "Union Station," a total of several thousand "plugs" will be carried on all radio and TV stations in the city, including the four major radio and TV networks.

Wallis to Make One Yearly in England

LONDON, Aug. 31.—Hal B. Wallis hopes to make one picture annually in England from now on, he indicated here today with the announcement that "Son and Stranger," from David Demarest Lloyd's novel, will go before the cameras here in early spring.

Gallup Services at Cooke Chapel Here

The remains of Bruce Gallup will repose at the Walter B. Cooke funeral home at 72nd Street till Saturday noon. The noted industry figure died here Wednesday night in Fordham Hospital at the age of 60.

He started as an advertising manager for W. W. Hodkinson in 1919. Subsequently Gallup served with First National Pictures, Columbia Pictures and United Artists in similar posts. He also was associated with 20th Century-Fox. He is survived by the widow, Pearl.

Maco Books 'The Men'

Minnesota Amusement has booked "The Men" for its entire circuit in October at preferred playing time, according to United Artists, the distributor. The film is headed toward an estimated $3,200,000 in domestic gross, it is claimed.

No Paper Monday

Motion Picture Daily **will not be published on Monday, Labor Day, a legal holiday.**

Personal Mention

J. MYER SCHINE and MRS. SCHINE this week celebrated their 25th wedding anniversary with a party at the Hotel Ten Eyck, Albany. Among the 150 guests were Universal-International vice-president WILLIAM A. SCULLY, MRS. SCULLY and attorney WILLARD MCKAY of New York.

•

MANNY GOODMAN, Monogram-Allied Artists contract department manager, will leave here this evening for Hollywood.

•

WILLIAM HOLDEN will represent Screen Actors Guild at the AFL Labor Day show Monday at Soldier's Field, Chicago.

•

MIKE JACOBSON, manager of the Mayfair, Bridgeport, and MRS. JACOBSON, have returned to that city from Dallas.

•

TERRY TURNER, RKO Radio exploitation chief, is in Boston from New York.

•

BILL ZIEGLER, RKO Radio Coast studio cutter, is a New York visitor.

•

OSCAR F. NEU, president of Neumade Products Corp., is in Washington from New York.

•

JOHN P. BYRNE, Eastern M-G-M sales manager, is due back here from Boston this weekend.

WILLIAM F. RODGERS, M-G-M distribution vice-president, will leave within the next two weeks for several weeks on the Coast.

•

GLORIA SWANSON discussed "The Movie Industry's Role in World Affairs" at the monthly luncheon this week of the Los Angeles Junior Chamber of Commerce at the Mayfair Hotel in that city.

•

SOMERSET MAUGHAM will arrive here aboard the *S. S. Queen Mary* Sept. 27 to attend the American premiere of the film, "Trio," at the Sutton Oct. 10. Picture was made from three of his stories.

•

MAURICE N. WOLF, of M-G-M's exhibitor relations department, will be the principal speaker before the Kiwanis Club at Woburn, Mass., Sept. 12.

•

JOE ORNSTEIN, Independent Theatre Service booker, became a father for the third time recently with the birth of a son to MRS. ORNSTEIN at Rockaway Hospital.

•

HOWARD DIETZ, M-G-M advertising-publicity vice-president, will return to New York from Europe Sept. 6.

•

FRED M. PACKARD, Columbia producer, is here from Hollywood.

WCBS, 20th-Fox Set Orchestra Promotion

New York's Station WCBS and 20th Century-Fox have concluded a non-financial promotional arrangement in conjunction with the current appearance of the Philharmonic Symphony Orchestra of New York on the stage of the Roxy Theatre here where "The Black Rose" will open today.

WCBS will give a series of gratis station break "plugs" to the appearance of the orchestra at the theatre in return for Roxy program credits for the station's exclusive broadcasts of the Philharmonic concerts Sundays at Carnegie Hall.

'Stock' Soaring in Opening at Capitol

The biggest opening at the Capitol Theatre here in close to a year, "Summer Stock" with Noro Morales and his orchestra, Hal Le Roy, Phil Foster and Rosita Serrano on stage, played to "SRO" business throughout most of yesterday. A late check indicated a gross of $11,000 to $12,000 for the day, representing the strongest opening business since "Tokyo Joe" in October, 1949.

'Holy Year' Tradeshow

Astor Pictures will tradeshow "The Holy Year at the Vatican," a March of Time full-length feature, on Thursday, Sept. 14, at the Preview Theatre here. It was produced in and around the Vatican by Richard de Rochemont.

$2½-Million 'Hamlet' Take in Two Years

"Hamlet" has grossed more than $2,500,000 in domestic film revenue in fewer than 2,000 engagements at advanced admissions in the past two years, William A. Scully, Universal-International vice-president and general sales manager, said here yesterday.

The film will go into general release on Oct. 4 and will be handled as "brand new but thoroughly presold," it was said.

Hank Fine Heads ELC Studio Publicity

Hank Fine has been named West Coast studio publicity director of Eagle Lion Classics by Leon Brandt, national advertising-publicity director. Fine succeeds Bog Goodfried, who recently resigned.

Broidy Assigns Schwalb

HOLLYWOOD, Aug. 31. — Steve Broidy, president of Monogram, has selected Ben Schwalb to produce "Blue Blood," a Cinecolor special that originally was on the production slate of the late Jeffrey Bernerd. Schwalb will continue to function in his regular duties as liaison between the studio producers and Broidy. Schwalb has produced at Paramount, Columbia, PRC and Liberty Films. At PRC he served as executive producer as well as general manager before that company's merger with Eagle Lion.

'Movies Are Better' Extended by Schine

ALBANY, N. Y., Aug. 31.—The second in a series of regional meetings of the Schine circuit to promote a "New Show Season" as a follow-up to the "Movies-Are-Better-Than-Ever" Campaign, initiated after 20th Century-Fox's Chicago meeting last spring, will be held tomorrow at Watertown.

Gus Lampe, general manager, and Seymour Morris, director of exploitation and publicity, will address the gathering of circuit men from northern New York.

Other meetings are scheduled for Glens Falls, Buffalo, Bellefonte, O., Lexington, Ky., and Washington, D. C. Bernard Diamond, director of personnel, will speak at several of these.

Schine officials, lead by J. Myer Schine, said here that Fall prospects are good, due to good releases.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
'SUNSET BOULEVARD'
William Holden • Gloria Swanson
Erich Von Stroheim
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

Paramount Presents BOB HOPE and LUCILLE BALL in Fancy Pants
Color by TECHNICOLOR
with BRUCE CABOT · JACK KIRKWOOD
in person CARMEN CAVALLARO and His Orchestra JEAN CARROLL FOUR EVANS ALAN DALE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

no way out
RIVOLI B'WAY at 49th St.
20th CENTURY-FOX
Scientifically Air Conditioned Doors Open 10:00 A.M.

Walt Disney's PRESENTATION OF Robert Louis Stevenson's Treasure Island
Distributed by RKO RADIO PICTURES INC.
Color by TECHNICOLOR
EXTRA! Walt Disney's BEAVER VALLEY Print by TECHNICOLOR
NOW BRANDT'S Cool MAYFAIR 7th AVE. & 47th ST.

ROXY 7th Ave. & 50th St.
The Black Rose TECHNICOLOR
on Stage The PHILHARMONIC-SYMPHONY Orchestra of New York MITROPOULOS CONDUCTING EILEEN FARRELL Soprano
20th CENTURY-FOX

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Para. Sets 7 For the Rest Of This Year

HOLLYWOOD, Aug. 31.—Four top Paramount productions in Technicolor have been set for holiday release during the next four months, the largest number in any to be released by the company in any comparable period. In addition, three pictures in black-and-white will complete the new releases for the balance of this year.

The Technicolor films will tee off with the saturation Labor Day bookings of "Fancy Pants," starring Bob Hope and Lucille Ball. The others are: for Columbus Day, "Copper Canyon," Western starring Ray Milland, Hedy Lamarr and Macdonald Carey; for Thanksgiving, "Let's Dance," starring Betty Hutton and Fred Astaire, and for Armistice Day, "Tripoli," Pine-Thomas production of the U. S. Marines, starring Maureen O'Hara, John Payne and Howard Da Silva.

Black-and-white films to be released by the end of the year include "Union Station," starring William Holden, Nancy Olson and Barry Fitzgerald, in September; Hal Wallis' "Dark City," starring Lizabeth Scott, Viveca Lindfors, Dean Jagger and Don DeFore, and introducing Charlton Heston, in October, and Bing Crosby's "Mr. Music," for the Christmas-New Year holidays.

Jurist Denies Orders To Bar New Drive-In

BOSTON, Aug. 31.—Judge Frank J. Donahue in Suffolk County Superior Court denied temporary restraining orders sought by eight Springfield, Mass., residents in an attempt to stop the construction of a drive-in theatre in that city.

Mayor Daniel B. Brunton has granted Joseph Boreo a license for the theatre. Both were named in the action. Attorney Peter D. Ellis for the petitioners said, "Dwellers in the district in which the drive-in theatre license was granted cannot get into their houses now because of the parking of cars, and with the drive-in theatre it would be much worse." Judge Donahue said that in denying the temporary restraining orders he was not passing on the use of discretion by Mayor Brunton in granting the drive in theatre license.

Decision Reserved in Anti-Drive-in Action

HARTFORD, Aug. 31.—Decision has been reserved by Hartford Superior Court Judge John H. King on an appeal by Torrington, Conn., residents from the granting to Vincent Koumatz of Winsted, Conn., of a certificate of approval for construction of a Torrington drive-in theatre by State Police Commissioner Edward J. Hickey.

Residents claim that the drive-in would create a hazard and cause depreciation of property values.

$40,000 Drive-in Fire

CINCINNATI, Aug. 31.—Damage estimated at $40,000 was caused by a fire of undetermined origin which destroyed the 110-foot screen tower at the suburban Montgomery Drive-in.

SEG to Demand General Pay Rise from All Companies

A demand will be made by the Screen Employes Guild on all film companies here for a general wage increase, Jack Ryan, executive director, disclosed.

The strategy for the wage increase campaign will be outlined at a membership meeting at the Hotel Capitol here on Sept. 19, following which formal notices will be filed with the companies.

Although the present SEG contract with the companies does not expire until Oct., 1951, a clause in it provides for merit increases, wage adjustments, and wage inequity corrections.

Ryan pointed out that "the Ford workers, who like us, have a contract which expires later, have also requested wage increases now." To support the request, Ryan cited a general price rise and the expected 20 per cent income tax increase voted by Congress.

Army Seeks Talent For Tours Abroad

Lt. Col. Joseph F. Goetz, a Cincinnati exhibitor on temporary active duty, and Lt. Col. Joseph F. Bangham, Jr., visited the office of Quigley Publications this week to call attention to the fact that volunteer entertainers are sought for approximately 15-day tours in Europe, the North Atlantic area or Alaska. Chief need is for a "package" type of show, numbering not over 20 persons altogether. Individuals or smaller groups will be assembled into a single show. The government will pay all expenses.

The military was said to have favored very much the overseas premiere of "Francis" and is anxious to discuss similar arangements involving the appearance abroad by stars in connection with other films.

Decline Continues In Photo Goods Exports

WASHINGTON, Aug. 31.—U. S. exports of photographic goods outside the motion picture field dropped again in 1949, the Commerce Department reported yesterday.

It said the 1949 total was $25,482,952, compared with $28,319,646 in 1948 and $31,004,584 in 1947. The total includes such items as still cameras, x-ray film, photographic paper, aerial cameras, lenses, and home projectors. It does not include commercial films or any of the equipment or accessories used to make or exhibit them.

Commerce said that the slump was due to the continued dollar shortage and also to revived competition from Germany and Japan.

Two Hartford Houses Reopen This Month

HARTFORD, Aug. 31.—Two Hartford area motion picture-vaudeville theatres will reopen during the early part of September, following summer closings.

The Harris Brothers' 4200-seat State Theatre, Hartford, will reopen Sept. 9. Ted Harris is managing director. Headlining the opening stage show will be the comedy team of Dean Martin and Jerry Lewis.

The E. M. Loew circuit's 1800-seat Court Square Theatre, Springfield, Mass., will resume operations on Sunday. Manager is John Silverwatch.

Truman Gets Tea Set

WASHINGTON, Aug. 31.—President Truman was the recipient today of a gold tea set, a gift from the Tea Bureau of the U. S. and Warner Brothers. The set was received at the White House while Ann Zika and Camille Williams were here on their nationwide tour in behalf of WB's "Tea For Two."

First N.Y. Public Showing of Color TV

On Oct. 23, at Grand Central Palace in New York, the "Mid-Century mark of Progress" 1950 National Business Show will present Vericolor, in what is described as the first public demonstration of color television in New York City. Vericolor, the color television system, manufactured for commercial use by Remington Rand, will for the first time be on view to the general public all of the week of Oct. 23, with 18 shows daily.

The demonstration will be transmitted over closed circuits from the floor of the National Business Show. The screens will be arranged so that the viewers may see both the transmission and the picture.

5 Univ. Films To Go Before Coast Cameras

Bringing production to one of the highest peaks of the year, Universal-International will put five pictures before the cameras during the next three weeks. With three films currently shooting, two of which will wind up early this month, the studio will have a total of six pictures on the stages simultaneously.

Two of the new films getting underway this week are: "Prisoner of War," with Mark Stevens and Robert Douglas heading the cast and George Sherman directing for producer Aubrey Schenck, and "Bedtime for Bonzo," co-starring Ronald Reagan and Diana Lynn, with Michel Kraike producing and Frederick de Cordova directing.

Theodore Dreiser's "The Prince Who Was a Thief," in Technicolor, will get the starting gun on Sept. 8, with Rudy Mate directing and Leonard Goldstein producing.

Bill Mauldin's "Up Front" will go before the cameras Sept. 15, Alexander Hall directing for producer Leonard Goldstein. Also starting on Sept. 15 will be "Air Cadet," in Technicolor, which Aaron Rosenberg will produce and Joseph Pevney direct.

Pictures currently shooting include "Lights Out," "Mystery Submarine" and "Apache Drums," in Technicolor.

Perlmutter Gets a Third

SCHENECTADY, N. Y., Aug. 31.—The Crane Theatre here, closed for two months, will reopen Sept. 15 under the management of Julius Perlmutter, of Albany, who operated the Rivoli for some time. Perlmutter also recently assumed operation of the Grand and Strand, at Watervliet and Lake George, respectively.

...TARGET.....TUBERCULOSIS!

T B

THE VARIETY CLUBS—WILL ROGERS HOSPITAL at Saranac Lake, New York. This famous sanatorium for the care and treatment of chest diseases, operated free of charge, serves the people of the Motion Picture and Allied Amusement Industries. Industry people from all parts of the United States are eligible for admission.

For information contact your nearest Variety Club Tent or Write:
Variety Clubs—Will Rogers Hospital
1313 Paramount Building, New York 18, N. Y.

Capt. Auten

(Continued from page 1)

executive here, in England, on the Continent and in Australia since 1926, formerly headed the Rank Organization in the U. S. During the war he was in charge of convoys out of the Port of New York for the British Admiralty. He is the owner of The Campus, a vacation resort at Bushkill, Pa. He plans to remain active in the industry and said his future activity will be ready for announcement early this month.

Monogram Sales Meet

(Continued from page 1)

treasurer; Scott R. Dunlap, executive assistant to the president at the studio; Harold Mirisch, vice-president, and Harold Wirthwein, Western sales manager.

Heading the contingent from the companies' New York office and exchange will be Morey Goldstein, general sales manager; Edward Morey, vice-president; L. E. Goldhammer, Eastern district manager; Lloyd Lind, supervisor of exchange operations, and Nat Furst, exchange manager.

Franchise holders arriving will include Arthur Bromberg, Atlanta; Charles Trampe, Milwaukee; Herman Rifkin, Boston; William Hurlbut, Detroit; Irving Mandel, Chicago; George West, Cincinnati; Nate Schultz, Cleveland; Harry Berkson, Buffalo; Ben Williams, Pittsburgh; Howard Stubbins, Los Angeles, and Mel Hulling, San Francisco.

In addition to Goldhammer and Wirthwein, district managers Oscar Hanson, who handles the Canadian territory, and James Prichard, Southwestern representative, will be on hand.

The following branch executives will attend: Abe Weiner, Pittsburgh; Nate Dickman, Buffalo; J. E. Hobbs, Atlanta; Hal Jordan, Charlotte; Henry Glover, New Orleans; Henry Hammond, Memphis; Charles Duer, Denver; Don Tibbs, Salt Lake City; William Johnson, Des Moines; Harlan Starr, Detroit; William Embleton, Indianapolis; T. R. Thompson, Kansas City; Oliver Trampe, Milwaukee; Irving Marks, Minneapolis; John Pavone, New Haven; Ben Abrams, Boston; Milton Lipsner, Oklahoma City; Sol Francis, Omaha; Max Gillis, Philadelphia; Jack Safer, Washington; William Grant, Portland; Ed Cruea, Seattle; M. Schweitzer, St. Louis; James Myers, San Francisco; Frank Vaughan, Toronto.

Para. Sales Drive

(Continued from page 1)

mount Week" campaign. The first film for the drive is Bob Hope's "Fancy Pants," which opened at the Paramount Theatre here last Wednesday.

Other films slated for extra-effort selling during the drive, which will end Dec. 2, include: "Sunset Boulevard," "My Friend Irma Goes West," "The Lawless," "Let's Dance," "Copper Canyon," "The Furies," "Union Station," "Going My Way," and "Dark City," plus a wide selection of Paramount shorts and, of course, Paramount News.

In addition to the usual drive cash prizes, the sales force will be eligible for prizes from the "Schwalberg Merit Fund" and also from the "Pine-Thomas Drive," which runs simultaneously.

Sears Returns to U.A.

(Continued from page 1)

action to compel enforcement of the contract by UA and, almost simultaneously, Sears' physician pronounced him fully recovered and ready to resume work.

The UA management informed Sears yesterday that on his return to work he could take over the position of head of distribution as specified in his contract. The post has been unoccupied since the resignation from UA several weeks ago of Paul Lazarus, Jr., who as executive assistant to Sears, had functioned in the role of sales head.

UA's management has been shopping for a new sales head during the past several weeks without apparent success. Several recognized distribution executives have been approached directly or indirectly, but most of them described the terms offered to them as "not too tempting." Sears' terms in the post, of course are fixed in his employment contract, under which he served for several years as UA president.

UA sales direction in the recent interim has been largely in the hands of Nat Nathanson in the East and Fred Jack in the West, two of Sears' appointees.

UA's cash position reportedly was strengthened recently by receipt of income earned in foreign markets in previous years, which had been blocked by currency restrictions. The amount thus received in dollars in New York is said to be considerable and eliminates any immediate need for cash for current operations. However, it is not regarded as sufficient to provide financing for producers releasing through the company.

Moreover, distribution receipts from Stanley Kramer's "The Men" is now reaching a peak. The picture is a strong grosser everywhere it has opened. It did a record $3,600 on its opening day at the Grand in Chicago, Wednesday.

Delayed deliveries of other new pictures to UA appear to be a mixed blessing. While the release schedule for the immediate future appears uncertain at the moment, that situation, at least, calls for no heavy outlay of cash for prints and advertising.

Completed pictures which have not been delivered to the company include Harry Popkin's "Ellen," I. G. Goldsmith's "The Scarf" and Sam Spiegel's "The Prowler." Kramer has "Cyrano de Bergerac" nearing final editing.

Whether UA's hesitant producers will take a different view of the situation with Sears back in the company remains to be seen. Some believe it will. Kramer, who had planned to come here Sept. 10 for decisive talks with UA management on the company's plans, has postponed the visit indefinitely and will return to the Coast instead following his current tour in the field on behalf of "The Men" and "Cyrano."

Spiegel, already in New York, was scheduled to meet with Frank L. McNamee, UA president, and Max Kravetz, secretary, yesterday but the meeting was postponed to Tuesday when McNamee was called to Philadelphia. Indications are that Spiegel will deliver his picture as soon as he is officially advised of Sears' return to the company.

Abraham Bienstock, Sears' attorney, indicated yesterday that if UA fully performs the contract the suit pending in New York Supreme Court here will be dropped. Otherwise, it would be amended to cover any specific phase of non-performance.

NLRB Overrules

(Continued from page 1)

to balloting in the election held on March 8 in most Coast studios to determine whether studio carpenters or set erectors desired to belong to the Carpenters Union or the IATSE. The panel ordered the counting of the ballots cast by the workers previously certified by the Board.

The carpenters' exceptions, the Board panel found, relate to alleged unfair labor practice charges that they had filed with the Board. However, the panel said, the NLRB general counsel dismissed these charges and the Board cannot review this dismissal under the Taft-Hartley Act. The three members said the Board could consolidate a complaint case and a representation case if the general counsel had issued a complaint, but that without it, the charges could not be considered in connection with the elections.

TOA, NAB

(Continued from page 1)

the NAB legal department on the legal aspects of theatre television and discussion of whether the NAB research staff should analyze and report on the potential competition from large-screen video. It is this discussion that the TOA officials will participate in, giving the TOA viewpoint on the questions raised by NAB.

Films Exempted

(Continued from page 1)

measure exempts film rentals and theatre admissions from the price control provisions. Advertising rates of papers, radio stations and other media also would be exempted.

The measure gives the Administration power to allocate materials, control consumer credit and credit for new building, stabilize wages and prices, and requisition materials or facilities if necessary for defense.

The material curbs in the bill could be used to cut down theatre construction.

G-B Dividend

(Continued from page 1)

attacks on the government for failure to grant entertainment tax relief. He may also report upon and welcome Anglo-American cooperation in production here, such as that of 20th Century-Fox in using Rank's Denham studio currently.

Detroit to See Hutton

DETROIT, Aug. 31.—Betty Hutton will return to her home town tomorrow for personal appearances at the Michigan State Fair here, at what was described as the highest flat guarantee any performer has ever received for a two-day appearance in the 101-year history of the Fair.

COMPO

(Continued from page 1)

be preceded by a formal meeting of the COMPO committee at the Statler Hotel at 10 A.M. in Washington. The meeting will be resumed there following the talks with the President.

Primary purpose of the Statler meeting, said Depinet, is to lay the groundwork for active operation of the committee and to develop the opening phases of COM—'s program of cooperation with the Government in the present crisis.

Wires of notification have been sent by Chairman Depinet to all committee members urging full attendance. Alternates are to be designated in the event committee members are unable to be present.

Members of the COMPO Committee on Cooperation are: Ellis G. Arnall, president of the Society of Independent Motion Picture Producers; Harry Brandt, president of the New York Independent Theatre Owners Association; Leo Brecher, president of the Metropolitan Motion Picture Theatres Association; Roy Brewer, head of the AFL Film Council in Hollywood; Abel Green of the trade press publishers group; Rotus Harvey, chairman of the Pacific Coast Conference of Independent Theatre Owners; Robert J. O'Donnell, representing Variety International; Samuel Pinanski, president of the Theatre Owners of America; Ronald Reagan, president of the Screen Actors' Guild; Trueman Rembusch, president of Allied States.

Arthur L. Mayer, executive vice president of COMPO, and Francis S. Harmon, secretary of the Cooperation Committee, also will attend the Washington parleys.

"This will mark the first meeting of COMPO's Committee on Cooperation with the Government," Mayer said. "We do not yet know the nature or extent of activities which the government will call upon us to perform for the war effort. But this much is certain, whatever the requests, the motion picture industry was never more thoroughly mobilized—in organization and in spirit—to fulfill them."

Lippert Acquires

(Continued from page 1)

age both exchanges, making his headquarters in Buffalo. The present office staffs will be retained by Lippert.

The deal means the passing of Screen Guild from the distribution picture. William P. Rosenow, who has been operating Screen Guild here will continue to operate the Theatre Service Organization and will devote more of his time to Skyway Drive-in Theatres of which he is an officer. Rosenow is now personally managing the Skyway Lake Shore Drive-in. Skyway also operates the Niagara Drive-in and the Genesee Drive-in in Batavia.

Oppose Lifting Blue Law

CHARLOTTE, Aug. 31.—Ministers of the churches of Hickory, N. C., at a special meeting put themselves on record as vigorously opposing a proposed city ordinance to extend the hours for showing pictures on Sunday evenings. The ordinance would permit Hickory theatres to operate on Sunday night between 8:45 and 11 o'clock. It is now before the city council and will come up for a second reading Tuesday night, Sept. 5.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 45 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 5, 1950 TEN CENTS

Chadwick Has Solutions for Independents

Can Triple the Number Of Accounts, He Says

HOLLYWOOD, Sept. 4.—Independent Motion Picture Producers Association president I. E. Chadwick, reporting to a full-dress meeting of the association here on his recent nationwide tour of key cities, urged all low-budget producers to concentrate on family-type production.

Chadwick said that whereas most Independent Association members' features now reach less than 3,500 theatres, the demand for suitable family-type entertainment exists in treble that number of houses.

Chadwick also urged the independents to considerably step-up their exploitation and promotion efforts to regain lost bookings in theatres. He de-

(Continued on page 4)

Extra Shows, Extra Crosses is the Tale Of Holiday Takes

Riding merrily on the crest of the wave of prosperity which has prevailed for several weeks, most Broadway film showcases experienced a long Labor Day holiday weekend of solid revenue. Many of them scheduled a complete extra holiday show yesterday with holiday prices in effect. The majority opened their doors about an hour earlier than usual. But the Music Hall, in its fourth week with the record-breaking "Sunset Boulevard," opened at 8:15 instead of the usual 11:00 A.M., scheduling five stage

(Continued on page 4)

Sol Lesser Has Four Pictures Lined Up

As one of the key acquisitions for the 1951-52 production lineup, producer Sol Lesser has purchased the screen rights to "Black Chiffon," a current London stage play which will open in New York on Sept. 24 with Flora Robson starring. He returned here on Saturday from a business trip to Europe, and will head for Hollywood from New York in two weeks

(Continued on page 4)

War Or No War, Rep. Hagen Still Will Fight for Relief on Admission Tax

Washington, Sept. 4.—Rep. Harold C. Hagen, Minnesota Republican, said he believes it is still necessary to repeal or reduce the theatre admission tax despite the Korean war and increased defense spending.

In a statement in the *Congressional Record* on Friday, Hagen said the present rate is having "a serious effect on small-theatre owners and other amusement operators throughout the country." He promised that he would continue to fight against the tax in the next Congress.

'It is a tax that hits unfairly where it hurts the hardest—the pocketbook of the average American family," he declared.

CBS Color TV Given Tentative Sanction

WASHINGTON, Sept. 4.—Columbia Broadcasting System is away out in front of the color television race as a result of the Federal Communications Commission's long-awaited color television decision issued on Friday.

The Commission refused to adopt final TV color standards, but said that if it had to at this time, the CBS system was the only one which met its standards.

The main criticism which the Commission directed against the CBS system was that it was not compatible, that is, its color signals could not be received on current black-and-white television sets. The competing systems of RCA and Color Television, Inc., are compatible, but according to the Commission, were "not satisfactory."

Accordingly, the Commission asked

(Continued on page 4)

McNutt-UA Split ReportUnconfirmed

Reports that Paul V. McNutt is contemplating withdrawing from United Artists were widespread throughout the industry here last week but confirmation of the reports was lacking.

McNutt's law office here reported him out of the city on vacation until today. It was stated that in his absence there was no one who could comment on the reports for him.

The reports were that McNutt is dissatisfied with the United Artists situation as he found it on closer examination during the past two months and feels that it is not entirely as represented to him in advance. In addition, it was reported that McNutt has been offered a governmental post which would take him out of the country and that his consideration of withdrawal from UA is also influenced by that circumstance.

(Continued on page 4)

Korda-Selznick Dispute Settled—For the Present

Plan for 'Scheduled Performance' inWork

A master plan for the handling of the "scheduled performance" showings of Darryl F. Zanuck's "All About Eve" is being worked out at the 20th Century-Fox home office. It will detail the specialized type of operation required for handling the plan "in the simplest and most efficacious manner."

The formula will be utilized for the world premiere run of the picture at the Roxy in October, and will set the pattern for subsequent engagements.

The running dispute between Sir Alexander Korda and David O. Selznick, the course of which has taken it in and out of Federal Court here, through arbitration hearings conducted by former Secretary of War Robert P. Patterson, and back into Federal Court, was settled on Friday. That is, settled for the time being, anyhow.

With the receipt from London of official release papers and under the direction of Federal Judge Samuel Kaufman, documents were exchanged between Korda's and Selznick's attorneys here freeing a print of "Gone to Earth" for Selznick distribution in the Western Hemisphere and releasing to Korda £100,000 ($280,000) of British distribution receipts from Selznick's "The Paradine Case," which have been held in escrow in London.

(Continued on page 4)

MPEA to Meet Thursday on U.S.-U.K. Pact

Company Heads Receive Copy of Document Today

The board of directors of the Motion Picture Export Association will meet at its headquarters here at 2:30 on Thursday to formally consider the working formula of the US-UK monetary remittance pact which was drawn at conferences in London by American and British technicians.

Copies of the document are already in the hands of the presidents of MPEA member companies this morning, having arrived at the association's offices here by airmail from London. One was airmailed to MPEA-MPAA president Eric Johnston in Spokane.

F. W. Allport, Motion Picture As-

(Continued on page 4)

ELC Merger Talks Halted; Bernhard Cites Litigation

Negotiations looking to the completion of the Eagle Lion Classics merger have terminated without a final agreement, it was reported here at the weekend by Joseph Bernhard, ELC board chairman and president of Film Classics. Bernhard returned from the Coast late last week.

"The matter now is in litigation," Bernhard said, referring to the $500,000 suit which has been filed against Eagle Lion in Supreme Court by Irving Kaufman, FC creditor assignee. Prior to Bernhard's departure for the

(Continued on page 4)

French Compo Head In Minneapolis Area

MINNEAPOLIS, Sept. 4.—Harry B. French, president of Minnesota Amusement, was named at an all-industry meeting here to head Minnesota area participation in the Council of Motion Picture Organization's activities in support of the government in the present international crisis.

Acting as temporary chairman, French outlined COMPO's pledge of

(Continued on page 4)

Personal Mention

JOSEPH H. HAZEN, president of Hal Wallis Productions, is scheduled to arrive here from the Coast tomorrow or Thursday. WALLIS is expected back from a summer tour of Europe next week.

•

AL DAFF, Universal foreign manager, was scheduled to return here from the Coast over the weekend. NATE J. BLUMBERG, who accompanied Daff West, will return to New York in a week or two.

•

FRANK SOULE, president of Pictorial Films, Pathe Films' subsidiary, became a grandfather with the birth of SUE CATHERINE to his daughter, MRS. ANDREW UHRI, in Rockville Centre last week.

•

LOUIS PHILLIPS, Paramount attorney, has returned to New York from a combined business and vacation trip to the Coast.

Rhoden Cites 20th's Special 'Eve' Plan

"Wholehearted" endorsement of 20th Century-Fox's "scheduled performance" plan for exhibition of "All About Eve" has come from Elmer Rhoden, head of Fox Midwest Theatres, in a wire to 20th-Fox president Spyros P. Skouras.

Following the recent two-day convention of the circuit at Kansas City, at which the picture was shown, Rhoden telegraphed:

"After viewing it we all feel that your approach to merchandising this picture is right. It would be foolhardy to present the picture in the usual fashion and would destroy its entertainment value unless you saw it from the very beginning.

"The innovation of this presentation will give us a new advertising approach setting it apart from the average picture."

New Percentage Suit Against Blumenthal

CHARLOTTE, Sept. 4.—Ellis Blumenthal, a Charlotte theatre executive, now serving a prison term for income tax evasion, has been accused of fraud by four major film concerns.

In separate civil suits filed in Federal Court here, the companies charge Blumenthal with making "regular false and inaccurate statements of gross attendance receipts" at his theatres.

B. and B. Theatres, Inc., was named co-defendant. The suit listed the following theatres owned and operated by Blumenthal or B. and B: The Astor in Durham, N. C.; Hollywood and LaFayette, Winston-Salem, N. C.; Lincoln, State and Carolina in Florence, S. C.; Star, Savannah, Ga.; Peachtree Art, Atlanta, and others.

Tradewise . . .

By SHERWIN KANE

OFFICIALS of Allied Independent Theatre Owners of Iowa-Nebraska last week advanced the view that small town theatre owners are entitled to a profit equivalent to the amount they pay for film rental.

According to the report received from MOTION PICTURE DAILY's Omaha correspondent, an Iowa-Nebraska Allied statement said: "No sane-thinking distributor can truthfully claim that an exhibitor is not justly entitled to a $30 profit to feed and clothe his family if he grosses only $60 above overhead and pays a $30 film rental."

With no desire to rush, uninvited, to the aid of producer-distributors, this department thinks it would be interesting to examine the economics involved in the Iowa-Nebraska Allied proposal.

Obviously, it assumes that the exhibitor, first of all, would have his costs guaranteed out of gross. He will then take one-half of the remainder, preferably the equivalent of his film rental, as a minimum.

Such an arrangement means that the producer-distributor does not necessarily get *his* costs back, to say nothing of a profit.

One is playing safe; the other takes the gamble.

The producer-distributor, under such a proposal, quite easily could be left out on a limb. Conceivably, he might not get back any part of his costs.

•

The exhibitor organization argues that it is in the interest of the producer-distributor's stockholders that he keeps small theatres in business, even to the extent of adopting such a sales policy to accomplish it.

Actually, it is doubtful whether any stockholder would permit his investments to remain with a company which did business on any basis not calculated to produce a profit.

Under the Iowa-Nebraska Allied plan, what the exhibitor gets is all profit. The producer-distributor, allocated the same amount as the exhibitor's profit, must take his costs out of that. The amount might or might not pay the producer-distributor's costs; it might not leave him a profit.

Using Iowa-Nebraska Allied's reported example of a theatre showing a $60 profit, $30 of which the exhibitor would retain, it is conceded that the entire $30 is profit for the exhibitor.

However, from the $30 going to the producer-distributor who, very broadly, hopes to make a 10 per cent profit on the average, only $3 would represent profit. In addition, it is the producer-distributor who shoulders the major risk. No exhibitor is forced to play a picture he does not want or thinks he cannot make a profit on.

The producer-distributor is not so fortunately situated.

• •

Max E. Youngstein, vice-president and a director of Paramount Film Distributing Corp., came to his ninth anniversary in the industry on Sept. 1.

That strikes many as pretty rapid traveling for the span of time involved.

It is worth noting, too, that Youngstein, at 37, very likely is one of the youngest executives to hold his titles in the industry. Starting his career as a lawyer, Youngstein joined the Hal Horne Organization as counsel and business manager on Sept. 1, 1941. He went to 20th Century-Fox with Horne, where he served as assistant advertising-publicity director, worked at the 20th-Fox studio in 1943, and was with the U. S. Treasury's War Finance Division in 1944-45. He joined the newly-formed Eagle Lion Films in 1946 as advertising-publicity director. And at the age of 34 was elected a vice-president of E-L.

Youngstein joined Paramount as director of advertising-publicity in May of last year. His election as a vice-president and member of the board of the distribution subsidiary occurred last June. His recent campaigns on "Samson and Delilah" and "Sunset Boulevard," among others, not only have been acclaimed for their effectiveness within the industry but are cited as successful examples of merchandising to the mass audience outside it, as well.

In less than a decade, Youngstein has left a somewhat remarkable imprint on the industry avenues he has trodden.

Schaefer Moves Offices

George Schaefer, sales chief for Kramer Productions, has moved from 1560 to 1600 B'way here.

Robinson, FP-C Director

TORONTO, Sept. 4.—Howard P. Robinson, 77, Famous Players Canadian director, is dead.

Newsreel Parade

DEVELOPMENTS from the Korean front, a new truck design and the honoring of an Argentina liberator take top spots in current newsreels. Other items include: the Holy Year celebration and sports.

MOVIETONE NEWS, No. 71—War in Korea. Call to arms of American labor. Pope Pius makes Holy Year visit. Rodeo. Men's swim. Motor mania.

NEWS OF THE DAY, No. 201—British troops in Korea. Commandos ready. Red prisoners get humane treatment. Japanese girls aid UN wounded. Dog fashions. Peron pays tribute to Argentine hero. Seagoing truck. Football fever. Young swim champs.

PARAMOUNT NEWS, No. 4—Rodeo. Argentina honors liberator. Test headgear for super-speed flight. Korea.

TELENEWS DIGEST, No. 35-B—Korea. Blood bank in Japan. Pressman speaks before Un-American Committee. Railroad men in uniform. British troops leave for Korea Speed up European defense.

UNIVERSAL NEWS, No. 383—Korea. WAVES go to sea. Truck snorkle. Rodeo. Horses. Hod Rods.

WARNER PATHE NEWS, No. 110—Korean prisoners. New snorkle truck. San Martin Day. Pope Jubilee. Gliders in Switzerland. Tennis: women's singles. European champ.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
'SUNSET BOULEVARD'
William Holden • Gloria Swanson
Erich Von Stroheim
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

Paramount Presents BOB HOPE and LUCILLE BALL in Fancy Pants
Color by TECHNICOLOR
with BRUCE CABOT • JACK KIRKWOOD
in person CARMEN CAVALLARO and His Orchestra JEAN CARROLL FOUR EVANS ALAN DALE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

no way out
RIVOLI
20th CENTURY-FOX

Walt Disney's PRESENTATION OF Robert Louis Stevenson's Treasure Island
Color by TECHNICOLOR
EXTRA! Walt Disney's BEAVER VALLEY Print by TECHNICOLOR
NOW BRANDT'S Cool MAYFAIR 7th AVE. & 47th ST.

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STANLEY KRAMER'S

"The Men"

is tops in

SALT LAKE

NAO13 NL PD VIA BZ = SALT LAKE CITY UTAH AUG 22=
GEORGE SCHAEFER, GENERAL SALES MANAGER,
STANLEY KRAMER PRODUCTIONS. 1560 BROADWAY
"THE MEN" JUST FINISHED FIRST WEEK CENTRE
THEATRE SALT LAKE TO VERY BIG BUSINESS WE
ARE HOLDING PICTURE OVER FOR EXTENDED RUN.
KINDEST REGARDS =
SID COHEN INTERMOUNTAIN THEATRES INC =

DENVER

and in Boston, New York and 72 other situations!

NAD14 NL PD VIA BZ = DENVER COLO AUG 22 =
GEORGE SCHAEFER, GENERAL SALES MANAGER,
STANLER KRAMER PRODUCTIONS, 1560 BROADWAY
THANKS FOR THIS TOP GROSSER. CONGRATULATIONS
ON A VERY OUTSTANDING PRODUCTION.
BEST REGARDS =
= B D COCKRILL DENHAM THEATRE INC =

MARLON BRANDO · TERESA WRIGHT in STANLEY KRAMER'S "The Men"
with EVERETT SLOANE · JACK WEBB · RICHARD ERDMAN · VIRGINIA FARMER · DOROTHY TREE · HOWARD ST. JOHN
Produced by STANLEY KRAMER · Directed by FRED ZINNEMANN · Original Screenplay by CARL FOREMAN · Associate Producer GEORGE GLASS · Musical Score by DIMITRI TIOMKIN

thru UA

U. S.-U. K. Pact

(*Continued from page* 1)

sociation of America's London representative, who headed the American technicians' team, is due in New York this morning aboard the *S. S. Queen Elizabeth*. He will attend Thursday's meeting to further report on the pact and to explain whatever parts of the text and its machinery deemed necessary.

It is assumed by industry executives here that the pact has the approval of the British. They point out that it is hardly likely that interested British parties have released a document which they did not basically approve. However, there may be some more or less minor phases for which they seek wider concessions.

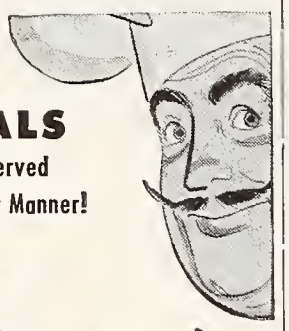
While the British Board of Trade is fully empowered to approve the pact, it is expected that inquiries about it will be made on the floor of Parliament when it reconvenes about the middle of this month.

Sol Lesser Has Four

(*Continued from page* 1)

to supervise "Tarzan's Mate in Peril," which RKO Radio will release.

"Black Chiffon" becomes the fourth top property which Lesser has slated for production during the forthcoming 24 months. "Lost Island," by Charles Nordhoff and James Norman Hall, will be filmed in Technicolor in the South Seas; "Lanny Budd, American" is to be photographed in Germany with Eric Pommer as co-producer, while "Jungle Girl," first of a new series to parallel the "Tarzan" series, is scheduled for early production in Hollywood.



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the Hollywood

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LOS ANGELES

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INSURANCE

•

Specializing
in requirements of the
Motion Picture Industry

75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

Holiday Box-office

(*Continued from page* 1)

shows and six features, one more than usual of each. Admission scale was $1.25-$1.50, weekday admissions being 80-$1.40. The Roxy, which opened Friday with "The Black Rose," opened an hour earlier at 9:15 A.M., but showed the regular four stage shows and five features. Holiday admissions scale was 95-$1.50, weekdays 70-$1.40. The Paramount, in its first week with "Fancy Pants," opened at 9:30 A.M., the regular time, but put on five stage shows and seven features, their usual schedule being four stage shows with five or six features. To accommodate holiday weekenders, the Sunday schedule at that house included five stage shows and six features, one more stage show than the usual number for Sunday. Holiday admissions range was $1.25-$1.50, weekday admissions being 55-$1.25.

"Tea for Two" in its first week at the Strand had seven showings with five stage shows after opening at 9:00 A.M. instead of 9:45 A.M., one more than the regular showings in each case. Holiday admissions scale was $1.00-$1.50 compared to the everyday 70-$1.25. The Rivoli, in its third week with "No Way Out," opened at 9:30 A.M., regular opening time, but scheduled eight showings of the feature instead of the regular seven. Holiday prices at that house are the same as weekdays, 60-$1.25.

The Capitol, opening at 9:15 A.M. instead of 10:00 A.M., scheduled five stage shows and six feature showings of "Summer Stock," in its initial week there. The usual schedule includes four and five, respectively. Holiday admissions scale was $1.25-$2.20, compared to weekdays' 55-$1.25.

Opening day Friday for "The Black Rose" and the New York Philharmonic Symphony brought the Roxy $19,000 gross, it was estimated by A. J. Balaban, theatre's executive director. He described the figure as marking the biggest non-holiday opening at the theatre in the past two years.

ELC Talks Halted

(*Continued from page* 1)

Coast about two weeks ago, he and ELC president William C. MacMillen, Jr., had met regularly in attempts to convert the present setup into an unqualified merger.

MacMillen, who was E-L's executive vice-president before the formation of ELC, was not available at the weekend for comment on Bernhard's report of the break-off in negotiations.

Kaufman said on Friday that Eagle Lion and its parent company, Pathe Industries, have until next Friday to answer the summons and complaint in connection with the suit. Kaufman has described the $500,000 which is being sought as owing FC creditors in consequence of the uncompleted merger.

Korda-Selznick

(*Continued from page* 1)

The two pictures were part of a swap of distribution rights which also included Selznick's "Portrait of Jennie" and Korda's "The Third Man," together with loans of Selznick talent to Korda.

Under the Patterson arbitration proceedings, Selznick won the right to have changes made by Korda in "Gone to Earth" prior to its American release.

NEWS in Brief . . .

HOLLYWOOD, Calif., Sept. 4.—All activity at the Warner Brothers studio in Burbank was halted for a half-hour Friday and employes were summoned to attend a hastily called meeting, at which Harry M. Warner, president of the company, warned his hearers to be on their guard against the organized Communist conspirators who would threaten the peace and security of this country.

Saying that the Warners wanted no one in their studio who belong to any Communist, Fascist or other "un-American organization," Warner cautioned "don't allow these bullies to bully you. Get rid of them." He added that if any of them wanted to go back to Russia, Warner Brothers would pay their expenses.

■

Philadelphia, Sept. 4.—Mrs. Edna R. Carroll, chairman of the State Board of Censors, said Friday that Twentieth Century-Fox's controversial film, "No Way Out," had been banned in Pennsylvania in its present form.

The picture, she added, cannot be shown unless objectionable dialogue in a riot scene is deleted. When the studio was informed of the ban, 20th-Fox officials agreed to withdraw the film and send it to the Coast for re-editing.

"No Way Out" had been advertised to open here later this month."

McNutt-U.A. Split

(*Continued from page* 1)

However, at the White House it was said nothing is known of any plans to name McNutt to an official post.

McNutt, former Governor of Indiana and High Commissioner of the Philippines, heads the new management, as chairman of the board, which entered UA early in July through a stock option arrangement with the company's owners, Mary Pickford and Charles Chaplin.

Meanwhile, Gradwell L. Sears, former UA president, returns to the company today after several months of illness to take over the post of head of sales and distribution, as specified in his employment contract with the company.

There were increasing indications over the weekend that with Sears' return most of the producers releasing through United Artists who had been hesitant of turning over their completed pictures to a company without an executive sales head, now feel greater assurance and more than likely will deliver their negatives within a reasonable time.

Chadwick's Solution

(*Continued from page* 1)

clared that increased distribution by member companies might well lead to a keen improvement in the financing situation which has confronted them for some time, and which still confronts them.

Chadwick spent weeks in behalf of the independents visiting key cities where luncheon-meetings were organized and at which Chadwick presented the cause of the independents.

Theatre TV Up to FCC Next Month

Washington, Sept. 4.—Industry observers, after study of a proposed television hearing schedule issued by the Federal Communications Commission over the weekend, thought that the FCC might finally get around to its proposed theatre television proceedings next February or March.

On Oct. 2 the Commission will begin a heavy schedule of hearings on which there will be no place for large-screen video for at least five months.

CBS Color TV

(*Continued from page* 1)

radio manufacturers whether they wanted to build new television sets which had "bracket standards" and could by a simple switch receive either current black-and-white signals or CBS color. If they indicate they can, the Commission will adopt standards for such sets, and will hold off a decision on CBS until a more satisfactory compatible color system can be developed.

If, however, the standards cannot be made final without a hearing, or if the response from the manufacturers is insufficient, "The Commission cannot postpone a color decision since each day that passes would aggravate the compatability problem." In that event, the Commission will immediately approve the CBS system.

Implicit in the "bracket standard" proposal of the Commission was the feeling that CBS will probably develop the new compatability system. The only way CBS could possibly lose out under the entire procedure outlined by the Commission would be if some other company came in ahead of it with the new satisfactory compatible color system.

The Commission gave proponents of other color systems until Dec. 5 to submit receivers for tests. CTI and General Electric have advised the Commission of new color systems, and there has been notice of a new color tube developed by Paramount.

French Heads Compo

(*Continued from page* 1)

support to President Truman and called for an organization similar to the War Activities Committee unit here during World War II.

The 33 representatives of exhibition, distribution and organized labor unanimously elected French to the top post in COMPO war activities here.

FOR A BETTER VACATION!
It's the CAMPUS, of course.
NEW DELUXE CABINS and COTTAGES . . . FINE FOOD . . . A SNACK OR A MEAL . . . GOLF . . . TENNIS . . . SWIMMING . . . RIDING . . . TROUT FISHING . . . GAMES . . . MOVIES . . . CONCERTS . . . AND OUR NEW CAMPUS PLAYHOUSE.

— Rates —

$9.00 Daily or $58.50 per Week
SPECIAL 10% DISCOUNT TO FILM INDUSTRY MEMBERS WHO SEND IN OR PRESENT THIS AD!

Write, Phone or Wire for Reservations
THE CAMPUS, Bushkill, Pa.
IN THE POCONOS
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'Sunset' Soars to Record L.A.

'Sunset' Bright Cincy'

'Sunset' Whams Philly

'Sunset' Wow Toronto

'Sunset' Socko Detroit

'Sunset' Bangup St. Louis

"Paramount's Sunset Boulevard is terrific in all sections of the country—and champ in National Boxoffice Survey"

—reports Variety

'Sunset' Big Minneapolis

'Sunset' Strong Pittsburgh

'Sunset' Vivid B'way

'Sunset' Sparkling Frisco

MEMO

TO: Variety

FROM: Paramount

Thanks for the adjectives, boys! Save some for the hundreds of dates coming up--for we're really rolling to new records on "SUNSET BOULEVARD"!

Count on 20th to deliver the Timeliest, news-hottest picture of the year!

Full line of ads, accessories, lobbies ...to se ...to promote a great exploitation picture

It will bring your audiences to their feet cheering!

A FULL LENGTH MOTION PICTURE

Farewell to Yesterday

"THE BEST HISTORICAL FILM OF OUR TIME"
—Parent's Magazine

PRODUCED BY EDMUND REEK
Edited by Louis Tetunic • Written by Joseph Kenas
Narrated by Sidney Blackmer, John Larkin, Kermit Murdock and William Post, Jr.
A Movietonews Production

BOOK IT NOW
PLAY IT NOW

There's No Business Like 20th CENTURY-FOX Business!

BOOK THE INDUSTRY SHORT FOR DISABLED AMERICAN VETERANS — "ON STAGE EVERYBODY"

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DO NOT REMOVE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68 NO. 46 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 6, 1950 TEN CENTS

46 from Mono. And Allied in The New Year

Increased from 29 for Current Season of 1950

LOS ANGELES, Sept. 5.—Steve Broidy, president of Monogram and Allied Artists, today revealed to his sales organization, now attending the companies' annual convention at the Ambassador Hotel here that 40 pictures have been set for release by Monogram in addition to six high-budget Allied Artists films, during 1950-51. In the current season of 1949-50, the companies are down for 26 and three, respectively.

Steve Broidy

Highlighting the statement was the

(Continued on page 6)

90 Theatres Test Early Closings To Boost Patronage

Acting in the spirit of mutual cooperation so strongly advocated by the Council of Motion Picture Organizations, some 90 theatres in the Borough of Queens, New York City, are launching a non-competitive campaign that is described as being unique in exhibition. Involved in the plan are all of the circuits and 99 per cent of the independents in the borough, including Century, Brandt, Interboro, Loew's, Prudential, RKO and Skouras houses.

On Sept. 13, quarter-page ads will

(Continued on page 6)

Depinet to Address RKO Circuit Meet

Today, RKO theatre division managers, called to the home office by William W. Howard, assistant general manager, will begin a series of "Boost Your Business" meetings with company executives. The role each indi-

(Continued on page 6)

British Approve Pact; It's Up to the MPEA Board Now

The working formula of the Anglo-American monetary remittance pact which was drawn at a series of conferences in London by the American and British technicians committee has the unqualified approval of the British and it is now up to the Motion Picture Export Association board to approve, reject or alter it at a meeting here tomorrow.

This was the report given to the press by Motion Picture Association of America London representative Fayette W. Allport upon his arrival here yesterday aboard the *S. S. Queen Elizabeth*. Allport will attend tomorrow's meeting to explain whatever provisions or parts thereof that may have raised questions in the minds of the MPEA directors.

What is expected to happen, however, is a "token" expression of opinion at the meeting pending further study by the respective company top executives, lawyers and financial and foreign experts, preparatory to an

(Continued on page 7)

Rank's Odeon Reduces Debt $11,381,062

By PETER BURNUP

LONDON, Sept. 5.—Reduction of bank loans, overdrafts, mortgages and debentures by J. Arthur Rank's Odeon Theatres, Ltd. during the year ended last June 24 aggregated $11,381,062, the annual consolidated report of the principal Rank company, which was made public today, reveals.

Bank loans and overdrafts together, which amounted to £16,286,581 at the end of the

(Continued on page 7)

Blumenthal Is Set For Five a Year

A continuous production program of five pictures a year for Fidelity Pictures, Inc., was outlined at the Universal-International home office here yesterday by A. Pam Blumenthal, chairman of the board and treasurer of Fidelity, who is in town from Hollywood on business.

The first of two Fidelity releases through Universal will be "Woman

(Continued on page 3)

GoldfarbHeadsRKO Pictures Personnel

Robert Goldfarb, who resigned recently as personnel director and office manager of United Artists, yesterday was appointed office and personnel manager for RKO Radio Pictures, effective at once.

John Farmer resigned recently from RKO Service Corp., with which he had served for the past 10 years as personnel director for the parent RKO

(Continued on page 6)

N. J. Allied Files Formal Charges on Availabilities

McNutt Denies UA Withdrawal Report

Paul V. McNutt, United Artists board chairman, on his return to New York yesterday from a vacation, officially denied reports which were widely circulated in the industry last week that he was considering withdrawing from the company.

The reports were described as completely unfounded and without any basis in fact.

Preparatory to developing specific recommendations for consideration of the national convention of Allied States in Pittsburgh, on Oct. 2-4, New Jersey Allied president Wilbur Snaper yesterday laid before local branch managers of distributors the New Jersey organization's complaints about availability delays and infrequency of calls on the state's theatres by film salesmen.

Last Thursday, Snaper declared that the most recent meeting of New Jersey Allied protested that local exchanges are not making known dates for availability of prints sufficiently in ad-

(Continued on page 6)

Coyne Named Mayer's Chief COMPO Aide

Ask Ainsworth to Serve; Pitts Is Editorial Head

Robert W. Coyne of Gamble Enterprises has been appointed special counsel to the Council of Motion Picture Organizations, former Allied States president William Ainsworth has been invited to act as special consultant to COMPO, and Dick Pitts, motion picture critic of the Charlotte, N. C., *Observer*, has been engaged as editorial director of the all-industry organization, it was announced here yesterday by Arthur L. Mayer, COMPO executive vice-president.

The appointments were described as the initial steps in the building of a working staff for COMPO, whose headquarters will be situated in the Paramount Building here.

Coyne, who will leave Gamble Enterprises to devote all of his time to the COMPO post, will serve in his

(Continued on page 7)

N. Y. Grosses Show Record Upsurge As Holiday Helps

Record business was the rule at New York first-runs during the long Labor Day weekend, most showcases opening to sizeable lines of patrons waiting to buy tickets notwithstanding early holiday opening schedules. The weather helped too with a rainy Sunday and cool Monday that kept many people in town.

The Roxy, with "The Black Rose" in its initial week and the New York Philharmonic Symphony Orchestra on stage, reports the biggest four-day Labor Day weekend in the history of

(Continued on page 6)

'Andy Smith Week' Set for Oct. 8-14

The week of Oct. 8-14 has been designated by 20th Century-Fox's eight division managers and two assistant division heads as "Andy Smith Week" in honor of the company's distribution vice-president during the

(Continued on page 6)

Sears Takes Over As UA Sales Head

Gradwell L. Sears reported yesterday at United Artists to assume the post of head of sales and distribution, as specified in his employment contract with the company which runs through 1951. The former UA president was assigned the office formerly occupied by Harry Buckley on the executive floor, prior to the latter's recent resignation as head of exchange operations.

Sears spent his first day back at the office since being stricken with a heart attack last spring in meetings with the new UA management and with sales department officials.

Scheduled Showings Tickets Sold Soon

Tickets for the New York Roxy's "scheduled performances" engagement of Darryl F. Zanuck's "All About Eve," which opens Oct. 20, will go on sale at the theatre starting Friday, Sept. 15. Twentieth Century-Fox's exhibition policy for this film marks a departure from conventional, continuous-run methods and is designed to give audiences a chance to enjoy the picture uninterruptedly from the beginning.

There will be no increase in admission prices for the scheduled performances, of which there will be four daily. All tickets sold will be for specified days and times and will be unreserved, except for loge section seats.

The Roxy will be emptied after each showing of the picture and a new audience admitted for the next performance. No one will be seated nor will tickets be sold once the picture has started. Late-comers will be able to exchange their stubs for another showing or obtain a refund.

'Goodwill' Tour Set For George Murphy

George Murphy, M-G-M star and Screen Actors Guild executive, will get underway with an extensive "goodwill" tour on Sept. 22. His first appearance will be at the dedication of the new Union Station, Toledo, on that day.

Murphy's tour will cover 25 cities in a six-week period for the purpose of bringing to the field "good news about current Hollywood activities," M-G-M states here. He will meet the press, civic groups, women's federations, etc., and also is slated to attend various meetings of exhibitor organizations. Complete details of his program are being worked out by H. M. Richey, director of M-G-M exhibitor relations, and Dan S. Terrell, head of M-G-M's field press relations division, in cooperation with Howard Dietz, advertising - publicity vice - president, and Howard Strickling, studio publicity head.

Personal Mention

CHARLES LEVY, Walt Disney Productions sales executive, left here yesterday for the Coast. LEO SAMUELS and IRVING LUDWIG, other Eastern executives, will leave here today for the Coast, with WILLIAM LEVY, Eastern publicity head, leaving on Saturday.

•

H. J. YATES, Republic Pictures president, and RICHARD ALTSCHULER have arrived in London from New York for conferences with British Lion, Republic's distributors in Britain.

•

HARRY WEISS, formerly with Eagle-Lion and 20th Century-Fox, has joined the RKO Radio Cleveland branch as a salesman, replacing RAY WILD.

•

ALFREDO GUARINI, Italian producer, and his wife, ISA MIRANDA actress, will arrive here today by plane from Italy.

•

IRVING SOCHIN, sales head of Universal-International's special films division, will be in Detroit today from New York.

•

P. F. DEE, president of the Alliance Theatre Corp., and MRS. DEE arrived here from Europe yesterday on the *Mauretania*.

•

RAYMOND SHEERIN, assistant manager of Loew's 46th Street Theatre, Brooklyn, has resigned to enter the armed services.

•

JULIAN LESSER, president of Thalia Prod., returned here from Europe and has left for Hollywood.

•

MARGIE LECZER, secretary to WILLIAM F. RODGERS, has returned from a vacation in Connecticut.

F. J. A. McCARTHY, Universal-International Southern and Canadian sales manager, left here yesterday for Jacksonville.

•

THURMAN HETZLER, manager of Warner's Capitol Theatre, Sidney, O., and GILBERT DAVIS, assistant manager of Warner's Vogue, Cleveland, have enlisted in the Army and Navy, respectively.

•

GRANT McLEAN, Canadian National Film Board cameraman, recently granted a leave of absence for film work with the United Nations, has left here enroute for Korea on a UN assignment.

•

LEON BAMBERGER, RKO Radio sales promotion manager, will tell "The COMPO Story" to the Kansas-Missouri Theatre Association convention in Kansas City, Sept. 26-27.

•

DR. C. E. KENNETH MEES, Eastman Kodak research department head, and MRS. MEES will sail from here today for Europe on the *S. S. Mauretania*.

•

WILLIAM P. ZOELLNER, in charge of M-G-M shorts sales and reprints, returned here yesterday from a vacation.

•

HOWARD DIETZ, M-G-M advertising-publicity vice-president, is due here today from a Paris vacation.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, is in Upstate New York this week from New York.

•

SAM WIESENTHAL, producer, will leave Hollywood by plane tomorrow for New York.

•

JAY GOLDEN, RKO Western division manager, is in New York from Los Angeles.

Callahan Heads UA's New Haven Branch

Joe Callahan, a salesman with the United Artists' Pittsburgh exchange, has been appointed manager of UA's New Haven branch. He replaces Ray Wylie, who has resigned.

Callahan joined UA as a salesman with the New Haven branch last year and was transferred to Pittsburgh in February.

New Buchanan Account

J. A. Maurer, Inc., Long Island City, N. Y., manufacturer of motion picture cameras, recording equipment, electrical and radar components and special TV equipment, has appointed Buchanan and Co. to handle its advertising. Trade papers and direct mail will be used.

Series from 'Digest' Yarn

T. V. Whitney, general manager of Literary Associates, reports that the agency has purchased the motion picture rights of Roger W. Riis' *Reader's Digest* story, "How Harmful Are Cigarettes?", for a series of one reel shorts, to be produced in the East this fall.

Industry Cited by 3 GAR Organizations

HOLLYWOOD, Sept. 5.—In ceremonies marking the close of their annual conventions, three women's organizations of the Grand Army of the Republic presented an award for "outstanding contributions to Americanism" to the motion picture industry at a banquet at the Biltmore Hotel here last night.

The GAR Women's Relief Corps, the Ladies of the GAR and the Daughters of Union Veterans made the award, which was accepted for the industry by Y. Frank Freeman, Ronald Reagan and Paul Grosse.

Charles R. Rogers to Return to Production

HOLLYWOOD, Sept. 5.—The return to active production of Charles R. Rogers, veteran film producer who has been inactive in the industry for the last three years, will occur soon. He will start making pictures again in October. The first feature on his new program will be a "thrill fantasy," "The Son of Dr. Jekyll," for which Harry Segall is doing the script.

Newsreel Parade

THE war in Korea, a revolutiona plane and the discovery of so Christian documents are the maj topics in current newsreels. Oth items include sports, fashions and t departure of New York City's May O'Dwyer.

MOVIETONE NEWS, No. 72—Aus urges UN to probe U. S. ... raid in R China. UN Commission ... Korca. H Manuscript on microfilm ... ans celebr "Mel Allen Day." Fairchild "Pack" pla Aga Khan plays golf. Summertime tobo ganing.

NEWS OF THE DAY, No. 202—UN Korea. Revolutionary plane. New light Biblical history. Beauty and the bea Paris fall fashions. Summer tobogganin Bull fight.

PARAMOUNT NEWS, No. 5—Freak r disaster. Baby swimmers. College fashio New York bids Mayor goodbye. Horse r ing. Lady matador. Navy football.

TELENEWS DIGEST, No. 36A—Ko report on prisoners of war. New Zeala air war manuevers. New "Pack" pla Miss Berlin chosen. Wonder drug.

UNIVERSAL NEWS, No. 384—Mt. Sin treasure of religious history. N. Y. b Mayor goodbye. Holland: Fake mon Denmark: prize cattle. Navy gridders. St flyer cracks up. Bull fight.

WARNER PATHE NEWS, No. 111 Malik's month of obstruction at UN. U in Korea. New "Pack" plane. Anci Christian documents. N. Y. gives Mayo send-off. Fashions. "Pro" football.

Problem Seminar At Allied Meeting

PITTSBURGH, Sept. 5.—Separa discussion seminars for operators drive-ins, neighborhood houses, sm town first-runs and for other classi cations of theatre operations will be feature of the Allied States natio convention at the William Penn H tel here Oct. 2-4.

A topic of the main convention w be small town exhibitors' complai of "must" percentage deals and hi flat rental deals. Entertainment w include parties on the nights of O 2 and 3, and the convention banq on Oct. 4.

The convention will be preceded a meeting of Allied's national boa of directors.

Cagney Productions Has Three Films Se

HOLLYWOOD, Sept. 5.—William Ca ney Productions, which distribu through Warner Brothers, plans th new features. They are: "Two S diers," by William Faulkner; "Bug in the Afternoon," from the novel Ernest Haycox, and "A Lion Is in t Streets," from a novel by Ad Locke Langley, with James Cagn expected to star.

SDG Award to Huston

HOLLYWOOD, Sept. 5.—The fi quarterly award of the Screen D rectors' Guild has been given to Jo Huston, for his "The Asphalt Jungl For his work as assistant direc of the film, Jack Greenword receiv a special medallion. Huston's sel tion puts him in the running for t Guild's annual award.

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NEWS in Brief . . .

UESDAY, Oct. 10, has been set as the date for the benefit premiere "Union Station" at the Paramount eatre here, it was anounced by x E. Youngstein, vice-president in rge of advertising-publicity and loitation.

•

Chicago, Sept. 5.—A $500,000 ble-dama suit has been filed in deral C here by Thomas Connell and Benjamin Wham the Congress Building Corp. ainst eight major distributors s B. & K., Warner Circuit, and O Theatres Interests. Plaintiff, ner of the Congress Theatre ce 1933, and leased to B. & K. der a percentage lease, alleged spiracy.

•

STATESVILLE, N. C., Sept. 5.—Eight centage actions in U. S. District urt were filed here involving the ite, Carolina and Center theatres in oresville, Dale Groom and Mooresle Theatres, Inc., being the defenits in each case. Separate actions re brought by RKO, 20th Century-x, Loew's, United Artists, Warner, lumbia, Paramount and Universal. ch complaint alleges under-reporting of receipts on percentage pictures.

•

Washington, Sept. 5.—The television mmittee of the National Association Broadcasters has side-tracked a posal to direct the NAB research mmittee to analyze the potential eat offered by large screen televin. Instead, members decided to m a special sub-committee to enge in "continuing consultation" with atre operators on the development theatre television and its relationp to broadcast television.

Majors Hit with a $990,000 Trust Suit

CHICAGO, Sept. 5.—A treble damage ti-trust suit was filed on behalf of Aurora Theatre Operating Co., ich operates the Isle Theatre in rora, by attorneys Seymour Simon d Richard Orlikoff. The suit is for mages of $990,000, which the theatre ims it suffered as a result of a spiracy among the major defendant tributors, Warner Theatres and eat States to prevent the Isle from ying pictures until after the Great ates Theatres' Princess and Paraunt had played them first-run.

The Isle's claim goes back to June 37 when the theatre started operatg. The Isle also asks that defendts be enjoined from refusing to lise the Isle first-run at "fair and sonable film rentals and from disminating against it in favor of eat States."

Claude Jensen, 68, Oregon Exhibitor

PORTLAND, Ore., Sept. 5.—Claude S. nsen, 68, pioneer theatre executive o for many years was connected th the Jensen-Von Herberg circuit, d here today from a bullet wound. the time of his death, Jensen oper-d four theatres in Seattle and six Yakima, Wash. A native of Richnd, Utah, he is survived by the dow, two daughters and a son.

Reviews

"The Sleeping City"

(Universal-International)

LEONARD GOLDSTEIN produced, and George Sherman directed a deeply interesting drama of life as it is lived by internes and nurses in a large metropolitan hospital, amid authentic, professional surroundings.

A preview audience at New York's swank Park Avenue Theatre evidenced rare tenseness and interest throughout the showing. Word-of-mouth will promote this production plenty.

High encomiums are due the New York City hospital authorities who cooperated in making available the facilities of Bellevue Hospital, its clinics, its medical and surgical classrooms, its research laboratories, its operating "theatres" and chapels. Withal, "The Sleeping City" is far from being morbid.

The basic approach took courage as the plot involves a police department "plant" among the hospital's internes to ferret out a few student doctors and nurses who are supplying a "ring" with morphine from the hospital's drug supply.

Richard Conte, a good-looking detective with pre-medical experience, is assigned by the police deptartment to the hospital staff after an interne is found murdered near the institution. Richard Taber, a hospital worker, had loaned the interne money for horse-playing, and, when the interne could not pay his debt, Taber put on the heat to induce the interne to steal morphine, through nurse Coleen Gray, who makes the stuff available because she had been placed in the same debt-paying position by Taber.

Conte, the interne-cop—unknown to Taber—maneuvers himself into Taber's debt, causing Taber to suggest a payoff with morphine, thereby identifying Taber as the one who has been prodding track-playing internes and nurses into stealing the drug. The ring, thereby, is broken.

A foreword explains that the story is fictional "and did not actually happen in Bellevue Hospital or anywhere else in New York City."

The story and screenplay, by Jo Eisenger, give all hands plenty to work with. And all hands work hard, most convincingly, from Conte, the doc-cop, to Miss Gray, the morphine-stealing nurse, to Taber, collecting the "white stuff," not forgetting Conte's cop-boss, Inspector Gordon (known to casting directors as John Alexander), and Peggy Dow, and Alex Nicol.

William Miller, ASC, is deserving of special mention for the expertness of his camera work.

Running time, 85 minutes. General audience classification. For September release.

JAMES P. CUNNINGHAM

"Rookie Fireman"

(Columbia)

THE DRAMA of a firehouse and the men who spend a major part of their lives together under its roof is adequately presented in "Rookie Fireman," with Bill Williams, Barton MacLane and Marjorie Reynolds in the leading roles. Milton Feldman produced and Seymour Friedman directed, from Jerry Sackheim's screenplay, based on a story by Harry Fried.

Life at a firehouse is full of under-currents as well as the actual tension generated in fighting fires. One man is caught cheating in a card game; another believes his wife, Marjorie Reynolds, is in love with Captain McLane; a friend of Williams is worried by hospital bills for his wife, about to have a baby, and there is an attempt made to murder tough MacLane. The tangled skeins straighten themselves out ultimately and Williams, a merchant seaman who planned on only a temporary interlude as a fireman, falls in love and decides to stay on the job. The final reel also brings about a new feeling of respect by the men for their captain.

Running time, 63 minutes. General audience classification. For October release.

Coast Meetings on Disney's Feature

HOLLYWOOD, Sept. 5.—Roy Disney, president of Walt Disney Productions, has announced a series of meetings at the Disney Burbank studio, during which plans will be laid for the launching in 1951 of "Alice in Wonderland," all-cartoon feature. The meetings are slated for Sept. 11-16. Representatives of leading manufacturing companies who are tying up their merchandise with the Disney feature will also be on hand.

Greenhouse Resigns Coast Studio Post

HOLLYWOOD, Sept. 5.—Daniel F. Greenhouse, who has had charge of rental motion picture production facilities at the former Nassour Studio here since its acquisition by the *Los Angeles Times*-CBS KTTV, has resigned his post on the grounds that film producers producing on the lot found their operations subordinated to television producers' convenience.

Blumenthal Is Set

(Continued from page 1)

on the Run" in October, he said, and the second, "The Groom Wore Spurs," in January. "Woman on the Run" stars Ann Sheridan and Dennis O'Keefe. "The Groom Wore Spurs" stars Ginger Rogers, Jack Carson and Joan Davis, and is now being cut and edited.

Future Fidelity productions definitely set are "My Wife the Celebrity," to star Paulette Goddard, which rolls in October, and "Chuck-o-Luck," a Technicolor production starring Marlene Dietrich and due to go before the cameras in November. Blumenthal said he felt that Fidelity is the largest independent producing outfit operating autonomously and away from a major lot.

While in New York he is looking over prospective properties. "We're in favor of the star system," he declared. "We think it still pays off and people still like to see the popular old stars provided they are accompanied by others with new faces."

Hold US Only Video Censor

PHILADELPHIA, Sept. 5.—The ruling by Federal District Court Judge William H. Kirkpatrick in U. S. District Court for Eastern Pennsylvania that films used on television are not subject to state censorship was upheld by the Third Circuit Court of Appeals here today.

In an opinion written by Circuit Judge John Biggs, Jr., with Judges Albert B. Maris and Herbert F. Goodrich concurring, it was held that Congress and not the individual state can regulate television broadcasts. Judge Biggs held that under the Federal Communications Commission Act, Congress is concerned with the contents of all broadcast programs including those of TV, with penalties provided for broadcasting indecent or obscene matter.

A suit against the censors was taken into U. S. District Court by Allen B. DuMont Laboratories, Philco Broadcasting Corp. and Triangle Publications. It was expected that the censor board, headed by Edna R. Carroll, would take the case to U. S. Supreme Court.

SEG Charges Film Workers 'Speedup'

Calling for "substantial wage increases and guarantees against speed-ups and layoffs" by film companies, Screen Employees Guild (Local 20, UOPWA) yesterday issued a statement charging that the distributors are maintaining high profits notwithstanding a box-office drop-off because "fewer film workers are doing more work for the same or less money."

The statement was issued by SEG officers "after consultation with a number of representatives from other film organizations." The other organizations were not otherwise identified. The statement, SEG pointed out, "expresses the views of the SEG and is not intended to represent the opinion of any other screen organization."

SAG Files Roster With NLRB Here

The names of more than 8,000 motion pictures actors and actresses were filed with the National Labor Relations Board regional office here yesterday by the Screen Actors Guild. The filing of the names along with other documents constituted formal intervention by the guild in New York NLRB proceedings instituted by Television Authority, which is trying to assert jurisdiction over actors in television.

In announcing the Guild's intervention in the NLRB case here, the guild's board of directors said the guild was doing so "to protect the interests of all actors."

End of Cincinnati Strand

CINCINNATI, Sept. 5.—The five-story office building housing the 1,200-seat subsequent-run Strand Theatre, adjacent to Keith's Theatre, in the heart of the downtown business sector, is to be razed, and the site used for a parking lot. The house a few years ago was a unit of the Telenews chain.

PIX BIZ SPURTS

Business Upturn Noted on Wide-Scale; Feel Box-Office Turning Point Reached

A substantial and general upturn in business has been in progress throughout the industry for the past several weeks, lead-

See Definite Trend in Film Income Rise

Brisk Grosses

Heartened by Upturn in Business

Product Credited with General Business Boost

SHOW BIG GAINS

Improvements In Business

SEES PEAK PROSPERITY

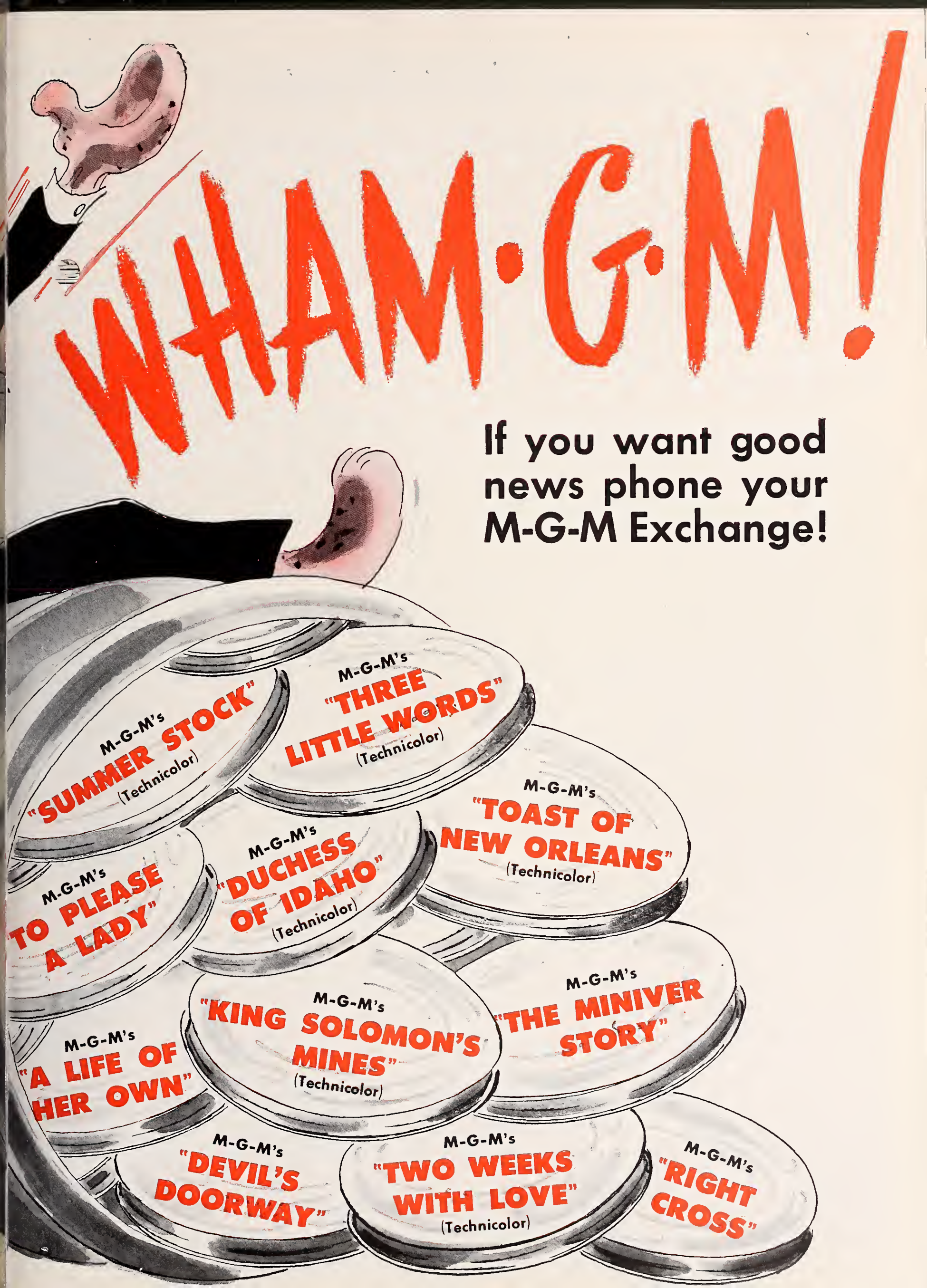
National Boxoffice Survey

Cool Weather, New Fare Hypo Biz; 'Words' Soars To First Place;

Happy Days Department

Sees Grosses Up

(Book the industry short "On Stage, Everybody" and help our disabled vets.)


WHAM·G·M!
If you want good news phone your M-G-M Exchange!
M-G-M's "SUMMER STOCK" (Technicolor)
M-G-M's "THREE LITTLE WORDS" (Technicolor)
M-G-M's "TOAST OF NEW ORLEANS" (Technicolor)
M-G-M's "TO PLEASE A LADY"
M-G-M's "DUCHESS OF IDAHO" (Technicolor)
M-G-M's "KING SOLOMON'S MINES" (Technicolor)
M-G-M's "THE MINIVER STORY"
M-G-M's "A LIFE OF HER OWN"
M-G-M's "DEVIL'S DOORWAY"
M-G-M's "TWO WEEKS WITH LOVE" (Technicolor)
M-G-M's "RIGHT CROSS"

COMPO Financing Plan Now in Effect

Voluntary contributions for the operation of the Council of Motion Picture Organizations will be based on film rentals starting as of last Friday, Sept. 1, with the actual billings to be made to exhibitors by distributors either every two weeks or every month, as the distributor elects.

The contribution will be one-tenth of one per cent of film rentals with the amount paid by the exhibitor to be exactly matched by the distributor.

NY Grosses

(*Continued from page* 1)

the theatre, grossing $90,303, with $135,000 expected for the week. The gratifying response to the experimental engagement of a symphony orchestra by a motion picture theatre has caused the Roxy to set up an advance sale of tickets for the duration of the program. Theatre executives believe they have tapped a new type of audience while keeping their regular patrons as well.

"Sunset Boulevard," in its fourth week at the Music Hall, with a stage show, is still making box-office history, having brought the Hall $30,250 for the biggest Labor Day since its opening. About $163,500 is expected for the week.

"Tea for Two" with Gordon MacRae, Paul Winchell and Florian Zabach on stage is headed for a tremendous first week's $72,000 at the Strand. The house reports its biggest holiday weekend gross since 1941 with $45,000 for the four days and its greatest Sunday holiday weekend gross in 15 years, at $14,500.

'Best in Four Years'

The Capitol reports its biggest Labor Day weekend business in four years with the first week of "Summer Stock" and a stage show featuring Rosita Serrano, Noro Morales' orchestra and Hal Le Roy. In the five-day period from Thursday through Monday 70,608 admissions were rung up and the week looks like a fat $96,000.

Excellent business was reported at the Paramount, where "Fancy Pants" in its initial stanza and Carmen Cavallaro's orchestra on stage are headed for $92,000. The Rivoli is still doing good business with "No Way Out," which will probably register $30,000 in its third week. "Three Little Words," in its fourth week at the State, is headed for $25,000, which is healthy. "Treasure Island" exceeded expectations in its second week at the Mayfair where the take was $32,700. The current week is estimated at $28,500, which is substantial business. "Our Very Own" is expected to do $21,000 in its sixth week at the Victoria after last week's $17,000, which is adequate, and "Edge of Doom" is estimated at $17,500 in its fifth week at the Astor after last week was fair at $14,000.

The Criterion did good business, with "Shakedown" expected to bring in $18,000 in its first week. "Madelaine," in its first week at the Park, is prosperous with $8,500 in sight.

46 From Monogram-Allied

(*Continued from page* 1)

setting up of a new Monogram category to be called "Gold Banner Productions," to star Rod Cameron in two Cinecolor films. Broidy also disclosed that Wayne Morris has been signed for two Monogram pictures.

Broidy stated that the Allied Artists program will use color extensively. Of the six Allied pictures, "Southside 1-1000" and "Short Grass," have already been completed.

Slate King Bros. Films

Two other Allied films, both to be produced by the King Brothers, are "The Fighting Rebel" and "The Syndicate." King Brothers also are preparing "Treasure of Pancho Villa." Winding up the slate will be "The Police Story." Negotiations for other high-budget Allied productions will be announced as soon as deals pending are completed.

Broidy said, "The program which we are presenting to showmen will primarily have stories based on themes devoid of medical treatises, psychoanalysis or excessive brutality. Action and comedy will be stressed in all our films."

Properties for the two Cameron starrers in Cinecolor already have been selected. One, "Cavalry Scout" will be produced by Walter Mirisch. The second, "Fort Osage," will be produced under the supervision of Scott R. Dunlap, who will also handle production on three additional Cinecolor attractions, "Sign of the Pirate," "Rodeo" and "The Big Top." Mirisch will produce the remaining color feature, "Flight to Mars."

Lindsley Parsons will produce the two Wayne Morris features, "Trail Dust" and "Submarine School." Latter property will be filmed at New London, Conn., with the cooperation of the Navy. "Elephant Stampede" and "The Lion Hunters" have been scheduled for the "Bomba" series which star Johnny Sheffield and have Mirisch producing. The stories are based on Roy Rockwood's novels.

Four Bowery Boys films to be made, starring Leo Gorcey with Huntz Hall, and produced by Jan Grippo will be "Bowery Battalion," "Ghost Chasers," "Jinx Jockey," and "Knights of the Square Table." Hal E. Chester will make two more Joe Palooka films based on Ham Fisher's comic strip and starring Joe Kirkwood. The first will be "The Squared Circle."

Parsons, with William F. Broidy as associate producer, has set two musicals, "Rhythm Inn" and "Casa Manana." The duo also will continue with two of the James Oliver Curwood stories, "Northwest Patrol" and "Yukon Manhunt," which will star Kirby Grant and feature Chinook, the dog. Parsons will produce "The Ottawa Story" with the cooperation of the Canadian government and Broidy will handle production on "The Sea Tiger" and "Navy Bound." Barney Gerard will produce "Outside the Law."

Set Two 'Henry' Comedies

Two more "Henry" comedies, "Father's Wild Game" and "Father's Blonde Trouble," will be produced by Peter Scully with Raymond Walburn starring.

Producer Mirisch has scheduled two outdoor Western specials, "The Cattle King" and "The Maverick."

Broidy said, "We will release for the new season a group of 24 additional two-reel subjects and 12 single reels."

Twelve action Westerns, six starring Johnny Mack Brown and six starring Whip Wilson, conclude the program. Vincent Fennelly will produce the Westerns.

Test Early Closings

(*Continued from page* 1)

appear in the *Long Island Daily Press* and the *Long Island Star-Journal* announcing: "Special Election for Queens!" The "election" aims to have theatregoers of the county vote on a proposed change in the scheduling of shows.

Several months ago, Loew's Embassy, in North Bergen, N. J., launched an experiment by scheduling "early last shows." The idea was (1) to get the customers home earlier; (2) to have them see a complete two-feature show from beginning to end for greater enjoyment. By starting the last complete show between 8:00 and 8:30 P.M., and closing not later than 11:30 P.M., both aims were accomplished. After two months, the plan has been declared a complete success at the Embassy, where attendance moved up contrary to the trend and where customer-satisfaction was expressed without qualification.

Goldfarb to RKO

(*Continued from page* 1)

company, which included RKO Theatres. Under the new arrangement, Goldfarb will work exclusively for RKO Radio Pictures. Following divorcement at the end of the year, the new RKO theatre company may have its own personnel director, but it is likely that the post will not be filled in the meantime.

Goldfarb had been with UA for 14 years.

RKO Circuit Meet

(*Continued from page* 1)

vidual situation will play in this business-stimulating campaign will be discussed and plans formulated as well for an over-all program for the entire Coast-to-Coast circuit.

Sol A. Schwartz, executive vice-president and general manager, will impress the gathering with the importance and timeliness of this drive to take place during the last quarter of 1950, and "make them three months to remember!"

At a special luncheon today at the Waldorf Astoria, Ned E. Depinet, president of RKO, will address the gathering, which will also include, from the home office, Robert Mochrie, Tom O'Connor, Harry Mandel, Matty Polon, Robert Sherman, David Canavan, Major L. E. Thompson, Lee Koken, Harold Newcomb, John Redmond, Dave Bines, William Whitman, Dan Friendly, James Roth and division managers.

Out-of-town division managers attending the meeting will be Ben Domingo, Russ Emde, Joseph Alexander, Jerry Shinbach, Harry Weiss, Jay Golden and Hardie Meakin. The attending New York Metropolitan area division managers are Mike Edelstein, Sigurd Wexo, John Hearns and Charles Oelreich.

Owners Favor Myers' Price Hike Proposal

Washington, Sept. 5.—Allied States Association counsel Abram F. Myers said that he has gotten "mostly favorable" reaction to his suggestion that exhibitors who are operating in or near "the red" resort to "moderate" price hikes.

Myers admitted that the ones who agreed would be more likely to write than those who did not but said he felt he had accomplished his major purpose, which was "to start them thinking." Ohio exhibitors, he noted, seem to be the keenest in support of the idea.

N. J. Allied

(*Continued from page* 1)

vance to give exhibitors in the state an opportunity to negotiate for product. Branches are notifying theatremen of availability in many cases only three days in advance, whereas three weeks is preferable, was Snaper's charge.

The New Jersey Allied president registered the complaints yesterday in the form of letters to the various managers of the local branches. If the managers' replies are not materially helpful, he added, he then will broach the subjects to the distribution chiefs of the companies.

Non-members Join Protest

Snaper pointed out yesterday that although theatre operators who are members of New Jersey Allied have registered complaints against availabily delays with the organization, the most vigorous complaints have come from theatres owners who are not members but who seem to feel that the exhibitor association can do something to correct the situation.

New Jersey Allied as an organization therefore has a big stake in the outcome of the issue it is creating, namely, that the non-members for whom it is "going to bat" may let the outcome decide for them whether or not they stand to benefit by joining the organization.

'Andy Smith Week'

(*Continued from page* 1)

"Branch Managers Testimonial." The week will mark Smith's 35th anniversary in motion picture distribution.

Deciding on "Andy Smith Week" as a personal tribute from the company's 1,243 employees of its 31 U. S. and six Canadian branches, the divisional chiefs selected West Coast sales manager Herman Wobber to head a national committee which will make plans for the week.

The committee includes: Division managers Harry Ballance, Atlanta; Edwin W. Aaron, Kansas City; Ray E. Moon, Chicago; Edward X. Callahan, Boston; Martin Moskowitz, New York, and Arthur Silverstone of Toronto. Also assistant division sales managers Paul S. Wilson, Atlanta, and Bryan Stoner, San Francisco.

Wobber, who suggested "Andy Smith Week," said he submitted the suggestion because of "the many requests for such a personal tribute from many exhibitors."

Approve Pact

(Continued from page 1)

eventual recommendation to, and action by the various boards of directors.

Allport said that preliminary to arriving at the formula, the British and American units of the technicians committee met several times individually and jointly. The British technicians included key officials of the government and of the Bank of England, while executives of the various American companies in England served with Allport on the American unit, the MPAA London representative said.

The U.S.-UK technicians in London were assigned to reach agreements on the percentages of the amounts invested by the American companies in British production, or of sums realized from the distribution of British pictures in America, or expended for distribution rights to British films, which are to be applied as bonus conversions of sterling over and above the $17,000,000 base permitted annually. The bonuses, it is hoped, will provide at least $4,000,000 over and above the $17,000,000.

Also on tomorrow's agenda at the MPEA meeting is the pending US-Argentine film-and-dollar agreement, and, in all probability, the Italian rental-ceiling situation.

Allport is due to leave here for the Coast for a vacation almost immediately after the meeting. His plan is to spend "two or three months" there, he said.

Motion Picture Association of America president Eric A. Johnston, who is in Spokane at present, will not attend tomorrow's meeting, the MPAA reported. In any event, those who will attend—mostly company presidents and a few alternates and all foreign department heads—will be fully qualified to approve or reject the agreement in whole or in part on the spot.

SIMPP Meets Today On British Pact

HOLLYWOOD, Sept. 5.—Society of Independent Motion Picture Producers president Ellis Arnall will deliver a detailed report on the trade pact negotiations conducted in London to the organization's full membership at a luncheon meeting tomorrow at Perino's Restaurant. Arriving here today from Atlanta for the meeting, Arnall will remain about 10 days, devoting time to other SIMPP business and to meetings with individual producer members. He will return to Washington SIMPP headquarters thereafter.

Robert J. Rubin, SIMPP executive secretary, also is here from New York.

British Trade Press Hit By Union Row

LONDON, Sept. 5.—A dispute between the compositors' union and the London Master Printers' Association has hit the British film trade press.

Kinematograph Weekly did not appear this week. *Today's Cinema* is endeavoring to carry on with mimeographed issues. The *Daily Film Renter* is able to publish, at least for the being, since its printers withdrew from the Master Printers' Association. Fan magazines, which went to press well in advance of publication date, have appeared as usual, but current work in their offices has been suspended.

Barton Heads U.K. Pool As Finance Plan Starts Sept. 10

LONDON, Sept. 5.—Sir Harold Barton, well known chartered accountant and regarded as one of the City of London's financial authorities, has been named chairman of the British Production Pool, Ltd., by Harold Wilson, Board of Trade president.

The British Production Pool is a private company formed to administer the financial pool to be accumulated under the Eady entertainment tax plan for financing production here. Salaries of the chairman and secretary, and all administrative expenses, will be paid out of the pool funds before moneys are distributed from it within the trade. The pool is due to start operating next week.

The Pool company has 12 directors, each of the four trade associations concerned having three representatives on the board.

All British pictures screened after Sept. 10, whether new subjects or reissues, will be eligible to benefit from the fund. The method of payment from the pool has not been revealed yet but it is assumed that payments will be made in proportion to each picture's gross, with the larger grossing pictures getting a proportionately larger amount from the pool.

Under the Eady plan, after Sept. 10 seats up to seven-pence will be tax-free; those up to 1s6d. will have entertainment tax reduced by a half-penny with no increase in price; exhibitors are asked to increase by one penny all seats above 1s.6d., the theatre paying one-half penny of the increase to the Exchequer.

Exhibitors are required to pay into th pool ¼d. for every seat sold over the price of 3d. The scheme is calculated to give exhibitors an extra £1,650,000 annually, while reducing the Exchequer income by that amount. From other provisions, both exhibitors and the Exchequer will receive another £1,350,000 annually. There is involved an annual entertainment tax abatement of £300,000.

The Treasury estimates that of the £3,000,000 going to exhibitors, £1,500,000 will be paid into the Pool on the ¼d. per seat levy. The scheme is voluntary. While numerous exhibitors are opposed to the plan, the trade has been reminded that means of enforcing it will be found, if necessary. The means haven't been specified but the trade knows that the Kinematograph Renters Society's black list is a powerful instrument.

Rank's Odeon Cuts Debt

(Continued from page 1)

preceding year, were reduced by £3,336,545 to a balance of £12,950,036 at the close of the last fiscal year.

Odeon reported an operating profit of £552,264 for the past year, before provision for taxes and other items. In the preceding year Odeon reported a consolidated net loss of £746,747.

After providing for taxes, outside stockholders' share of profits and other items, but including sales of fixed assets and investments amounting to £1,082,298 and including a tax refund of £200,576 and a profit of £70,775 on redemption of debentures, Odeon's loss for the last fiscal year amounted to £91,818 ($257,090). The previous year a credit of £33,010 was carried forward.

Production Still Loses

Losses on film production for the year amounted to £2,325,000 ($6,510,000).

No ordinary dividends will be paid to either Odeon or Gaumont British stockholders and Odeon's preference dividend will be withheld until the current year's operating results are known.

Odeon's gross trading profits increased by £1,706,070 to £3,293,426, but influencing this result was a change in the basis for valuing films made during the year.

The consolidated accounts of Gaumont British showed a slight decline in trading profit, at £1,795,000, with net profit, subject to tax, down by £200,000 to £813,000.

In his annual report Rank again cited the heavy incidence of Britain's entertainment tax as a major factor in his and the industry's fiscal problems. His report points out that his 554 theatres had gross admissions during the year of £26,615,205, of which £10,278,391 went immediately to the government in tax.

If the British tax applicable to "live" shows applied to films, Rank pointed out, his tax would have been only £2,119,503.

Rank said that despite the government's promise to help British production, and despite studies of the industry conducted by government committees, the basic problem remains unsolved, namely, "the annual investment made in producing negatives is greater than the return which can reasonably be anticipated from the markets available to British films."

Rank observes, however, that it is impossible to make a sudden contraction from a large producing organization without sustaining losses. His report indicates he is hopeful of joint production ventures with American companies under the new Anglo-U.S. film remittances agreement to keep his studios busy and that independent production with creative, technical and distribution participation by Rank companies also will help return his studios' costs.

To Share Risks

Risks involved in his plans to aid independent production will be shared 60 per cent by Odeon and 40 per cent by G-B.

Regarding Britain's film quota, Rank admitted that not all of his theatres had been able to meet the 40 per cent exhibition quota, which he had supported at the time of its adoption. He also commented on Odeon theatres having been forced by the Board of Trade to play "Chance of a Lifetime" against the advice of his film buyers and bookers. He reported the latter had been right, the film having played off at substantial losses to Odeon.

His report paid tribute to Americans whom he said had helped him with problems at home and abroad, notably Spyros P. Skouras, president of 20th Century-Fox, which holds a large investment in G-B; Nate J. Blumberg, president of Universal, in which Rank holds an appreciable interest; Al Daff, Universal foreign manager, and Eagle Lion Films.

He said he hopes American companies soon will abandon their unit booking plan here which makes it impossible to team a British with an American picture.

Rank said he is satisfied that the worst of the problems arising from large-scale production are behind him. He expressed the hope that in the absence of circumstances beyond his control the progress which has been made in strengthening his group's financial position will continue in the coming year.

"I am still hopeful," Rank said, "that the time will come when the industry's affairs will have been so adjusted that it will be possible for us to plan a year's production program, knowing that we will have a reasonable chance to at least recover the cost of such program."

Following release of the report, Odeon's ordinary shares were off sixpence today to 12 shillings. G-B shares showed a rise of a few pence.

MPIC Trio to Fly To Capital Confab

Hollywood, Sept. 5.—Cecil B. DeMille, Gunther Lessing, William Holden and Art Arthur, who will represent the Motion Picture Industry Council at the meeting of the Council of Motion Picture Organizations and President Truman on Friday, will leave here for Washington by plane on Thursday.

The delegation may present a plan, being devised by the MPIC for the mobilization of Hollywood resources in a war emergency, to COMPO at that time.

Coyne Named

(Continued from page 1)

new position as executive assistant to Mayer and will hold the second most important paid post in the organization, Mayer's being first in this respect.

Coyne was national field director of the U. S. Treasury's War Finance Division during World War II and is a former executive director of the Theatre Owners of America. He has been associated with Ted R. Gamble's circuit for the last few years.

As special consultant to COMPO, Ainsworth, if he accepts Mayer's bid, will confer in an advisory capacity with COMPO's operational staff during periodic visits to New York from his business headquarters in Fond du Lac, Wis.

Pitts, whose series of columns on "What's Right With Hollywood" two years ago won him industry-wide acclaim, will, like Coyne, serve COMPO on a full-time basis.

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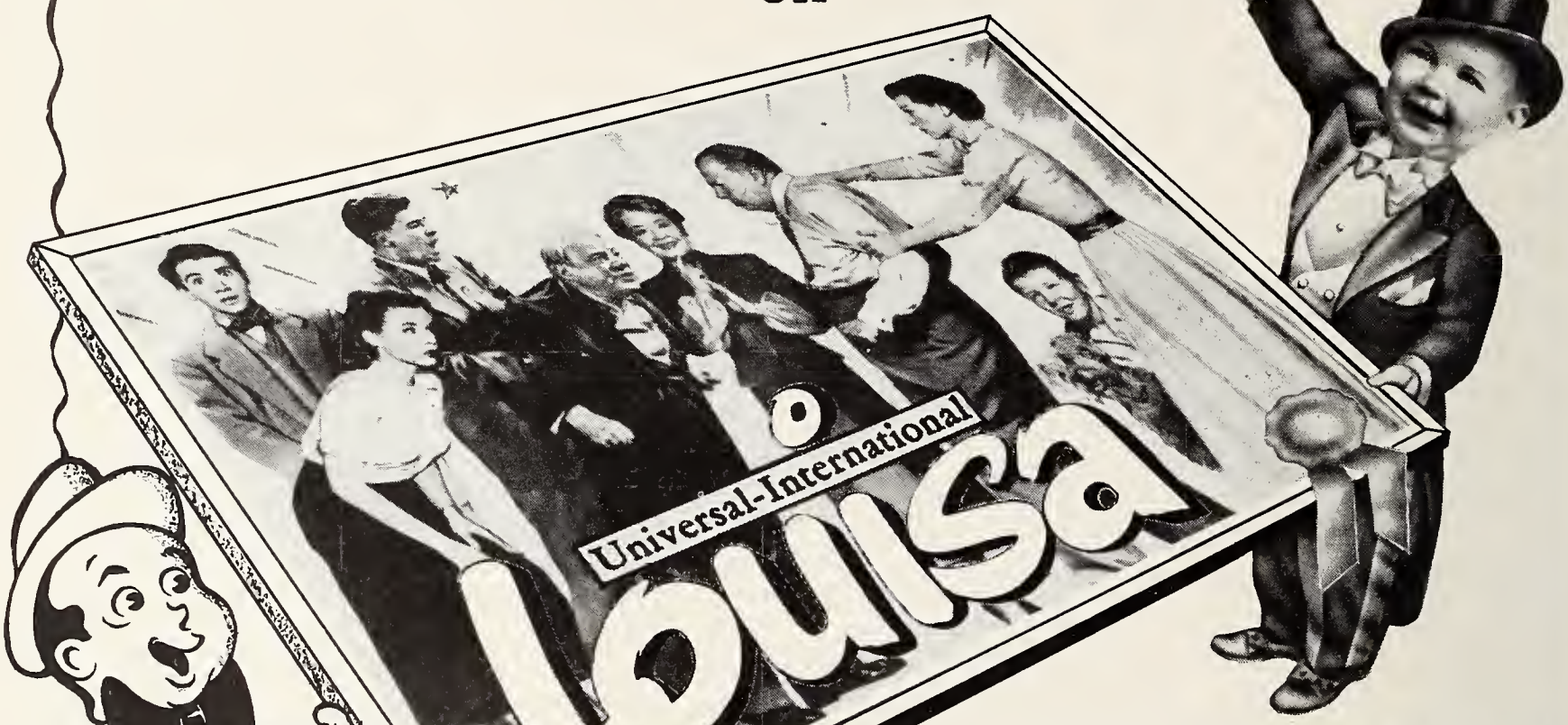

When "Preview Pete" told your patrons about "Francis"...in that Box-Office powered N.S.S. trailer ...he started all America talking...about that "talking mule"!...When you see "Pete" in his latest trailer success for "LOUISA"...you'll KNOW that no patron can resist the laugh-loaded combination of "Preview Pete"...those hilarious scenes from the film...and, Francis — who's talking again — but this time about "LOUISA."

"Pete" has switched from mules to "people" ...and you'll *love it!*...So will your patrons!

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VOL. 68. NO. 47 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 7, 1950 TEN CENTS

US-UK Pact Ratified at SIMPP Meet

Arnall May Now Sign Without Further Report

HOLLYWOOD, Sept. 6.—The Society of Independent Motion Picture Producers membership today ratified in principle U.S.-U.K. monetary remittance pact as explained to them, minus certain details not yet received, by president Ellis Arnall, who addressed the membership at a luncheon meeting at Perino's Restaurant.

The ratification frees Arnall to accept the pact terms for the SIMPP without a further report to the membership. The ratification covers one year from Oct. 1.

As outlined by Arnall, the agreement negotiated at the London conference virtually renews the previous pact, with $17,000,000 admittable to U.S. in dollars and with three new methods by which American produc-

(Continued on page 5)

Canadian Industry Is Heading for Emergency Measures

TORONTO, Sept. 6.—An announcement before the Canadian House of Commons by Prime Minister Louis St. Laurent that the government is dealing with the subject of revived war measures has aroused the immediate attention of the film and theatre business in the Dominion.

The pronouncement was made at a

(Continued on page 4)

60 Cameramen on INS's Video Staff

Sixty permanent cameramen are now stationed around the world to furnish footage to International News for its newsreel serviced to telecast stations in this country.

The news-photo service reported that it is receiving footage on events from as remote a place as Korea within 48 hours after shooting, flying the film here.

23% Bonus Seen for US-UK Production

Understood to be embodied in the Anglo-American remittance formula which the Motion Picture Export Association board will take up at its meeting here today is the provision that 23 per cent of the American companies' investments in British production be remitted as a "bonus" remittance over and above the basic $17,000,000 annual remittance guarantee. Likewise it is understood that 27 per cent of the earnings of British films here and of sums spent for purchase of American distribution rights to British films would be "bonus" remittances.

All "bonus," it is hoped, will provide at least $4,000,000 over and above the $17,000,000 basic annual total.

British Press Says Rank's Problems Still Are Unsolved

By PETER BURNUP

LONDON, Sept. 6.—The annual financial report of J. Arthur Rank's Odeon Theatres, key company in his theatre and film organization, evoked generally indulgent newspaper comment today, the tenor of which was that he is farther out of the woods than many thought possible a year ago, but that he still has a long way to go.

Financial authorities observed that despite the appreciable reduction of bank loans and over-drafts during the past year, current liabilities still exceed current assets by £7,000,000 ($19,600,000). They also pointed out that last year's deficit was largely offset by withdrawing more than £1,000,000 from revenue reserves, leaving the latter at around £100,000.

The situation also was partially re-

(Continued on page 5)

RKO Theatremen Will 'Beat The Drum' for 3 Months

At a meeting of RKO division managers from all over the country, Sol A. Schwartz, executive vice-president of RKO Theatres, yesterday disclosed that the circuit's nationwide "Boost Your Business" drive would run for three months, in October, November and December. He also revealed that the idea for such a campaign was originally suggested by the men in the field.

Noting that this was the first time a drive of this length was being undertaken by RKO Theatres, Schwartz said that the high quality of product coming from all major companies supplying RKO theatres warranted such a campaign.

Although he said things had taken an upward trend, he urged his showmen to use every device at their command to bring "that extra dollar" into the RKO box-office.

At the division managers luncheon at the Waldorf Astoria Hotel here

(Continued on page 4)

Mary Tuttle Heads Circuit Personnel

Effective immediately, in connection with the separation of its theatre business from its picture business, the personnel department of RKO has been divided into two separate units,

(Continued on page 4)

NCA Board Rejects Area Defense Unit

MINNEAPOLIS, Sept. 6.—The North Central Allied board today voted to withhold approval of the Northwest Motion Picture Committee for National Defense set up recently at call of Harry B. French, Minnesota Amusement president, on the grounds the committee was not established in accordance with the procedure approved by the Council of Motion Picture Organizations, and NCA will ask exhibitors not to sign participation pledge cards sent out by the French unit.

The action was taken at the instigation of NCA president Ben Berger, who said the use of his name in forming the French committee was without his approval.

The board also condemned the fail-

(Continued on page 4)

Theatremen Oppose Minimum Wage Rate

ALBANY, N. Y., Sept. 6.—Recommendations by the nine-member Minimum Wage Board for a 75-cent hourly scale for amusement and recreation industry employees in New

(Continued on page 4)

COMPO Area Committee Plan Is Set

Organization Unit Issues Blueprint of Procedure

Establishment in every exchange area of voluntary committees to cooperate in the work of the Council of Motion Picture Organizations was recommended in a resolution unanimously adopted by COMPO's committee on organization at a meeting at the Hotel Astor here yesterday.

The resolution stated that the committee in each area "will select an area chairman, state chairmen where desired, and theatre distribution, publicity, and any other chairmen representing groups affiliated with the industry who may be invited to participate in COMPO activities."

Complete local autonomy will be preserved, according to the resolution. "There will be no effort," it stated, "to suggest that exactly the same procedure be followed in the formation or

(Continued on page 4)

Heineman Will List 19 New Features At ELC Meet Today

The opening today of Eagle Lion Classics' three-day sales meeting at New York's Warwick Hotel will be highlighted by a discussion of 19 new features which ELC will release within the next four months, it was disclosed here yesterday by William J. Heineman, sales vice-president.

Sepetmber releases include: "Eye

(Continued on page 4)

Skouras Cites Drive Against Aggression

Hailing efforts to police the free world against aggression, Spyros P. Skouras, president of 20th Century-Fox, spoke for the Crusade for Freedom on Tuesday night over the ABC network.

He cited efforts of free peoples to support preparedness against aggression, and praised the Crusade in its attempt to break through propaganda barriers.

Personal Mention

JULES LAPIDUS, Warner Eastern and Canadian sales manager, and I. F. DOLID, home office executive, are in Washington today from New York.

•

DORE SCHARY, M-G-M production vice-president, will be the principal speaker at a banquet during the 74th annual convention of the American Humane Association, to be held on Oct. 19 at the Hollywood-Roosevelt Hotel.

•

MARY T. OLIVA, secretary to STANLEY PRENOSIL, assistant executive director of the Theatre Owners of America, will be married at St. Brendan's Church, Brooklyn, on Oct. 14 to ROBERT C. MAZZA, New York jewelry importer.

•

JACKSON MILLER, manager of the Orpheum Theatre, San Francisco, and MRS. MILLER will leave that city today for a vacation at Yosemite and Los Angeles.

•

LUCIEN VACHER, assistant general manager of Kodak Pathe, has been awarded the Cross of the Chevalier of the Legion of Honor by the French government.

•

EMERSON YORKE, head of Emerson Yorke Studios, left here yesterday for Omaha to attend the American Legion Junior Baseball Series there.

•

LEONARD GOLDSTEIN, Universal-International producer, will arrive here today from the Coast.

•

ARTHUR HORNBLOW, JR., producer, left here yesterday for the Coast.

20th-Fox Percentage Action Against Klein

BALTIMORE, Sept. 6.—Twentieth Century-Fox has filed a percentage action here against Frederick B. Klein and Charles W. Wingfield in U. S. District Court for Maryland, alleging under-reporting of receipts on percentage pictures at the Churchill Theatre in Church Hill, and the Chester in Chestertown.

R. Dorsey Watkins, of Piper, Watkins, Avirett and Egerton of Baltimore, Maryland, is attorney for the plaintiff, with Sargoy and Stein of New York of counsel.

Mrs. J. Bellman Services

Funeral services will be held today for Mrs. Leah Bellman, wife of Jack Bellman, Eagle Lion Classics supervisor of circuit sales, at the Riverside Chapel here. Mrs. Bellman died yesterday afternoon.

Mrs. Rose Joel, 54

YONKERS, Sept. 6.—Mrs. Rose Joel, a former critic for motion picture firms, died Sunday in Yonkers General Hospital at the age of 54. She was the wife of William V. Joel of the Metropolitan Life Insurance Co.

All Legislatures Adjourn, Leave Industry Unscathed

WASHINGTON, Sept. 6.—All State legislatures have now quit, and the industry came off scot-free in 1950, according to Jack Bryson, legislative representative of the Motion Picture Association of America. One more state—California— is slated to hold a special session starting Sept. 20, but nothing threatens there, Bryson said.

All told, 11 state legislatures had regular sessions this year and 13 had special sessions. The industry's closest call came in Kentucky, where it had to rally to defeat a proposed censorship bill and an increase in the state admission tax from 10 per cent to 20 per cent.

Next year, being an odd-numbered year, will be another bad one, Bryson warned. Forty-four state legislatures will meet, starting Jan. 3. The only exceptions will be Virginia, Louisiana, Mississippi and Missouri.

MPAA Letters Spur MGM Safety Film

Twenty thousand letters have gone out to civic leaders throughout the nation in the first of a series of promotional efforts for "Wrong Way Butch," the Pete Smith-M-G-M one-reeler on industrial safety. The letters were sent from the New York offices of the Motion Picture Association of America.

The film was selected by Eric Johnston as the seventh in the public affairs series which he and the MPAA are sponsoring. The letters state the need for additional safety precautions in the light of the war emergency.

N. Y. Radio 'Plugs' Bob Hope Picture

An extensive radio and advertising campaign for Bob Hope's "Fancy Pants," now at New York's Paramount Theatre, has been launched.

The campaign, which got underway yesterday, features more than 300 "plugs" for the picture on WNBC on a round-the-clock basis for the next two weeks. According to Max E. Youngstein, vice-president in charge of advertising-publicity for Paramount, these promotions will be in the form of institutional station breaks recorded by Hope and "tailored" to meet various audience needs.

To Cite Universal For 'Sleeping City'

The industry and Universal will be awarded a special "Certificate of Civic Merit" by the City of New York at ceremonies to be held at a luncheon at 21 Club here on Monday. It will be awarded for "significant contribution to the civic, cultural and commercial advancement of the City of New York through the production of the film 'The Sleeping City' as the first film (in recent years) of a major West Coast producer to be shot in its entirety in New York."

78% Havana Income Is From US Films

Washington, Sept. 6.—Commerce Department official Nate Golden reports that in Havana, 189 feature films were released during the first six months of 1950, with gross receipts of $1,513,554. U. S. films accounted for 124 of the features and $1,183,890, or 78.2 per cent of the receipts. Mexico was next with 41 features, accounting for 11.2 per cent of the receipts.

Altec Sets Special 13-Week Sales Drive

A sales drive embracing the services and products of the Altec companies will open here on Sept. 13, according to H. M. Bessey, executive vice-president. Named the "Lucky 13th Sales Drive," it will run for 13 weeks, ending Dec. 13. Cash prizes and extra vacations will be the added incentive for salesmen, field managers and inspectors.

L. D. Netter, Jr., has been appointed national drive captain, and the drive committee will be headed by J. Howard Johnson, assistant comptroller.

The In-Built Home Music System will be one of the features of the sales drive.

To Honor Zanuck for 'Serving Humanity'

The American Negro Theatre next week will present an award to Darryl F. Zanuck, 20th Century-Fox production chief, commending him "for serving humanity through the arts" with such anti-discrimination films as "No Way Out," "Pinky" and "Gentleman's Agreement." The presentation will be made Wednesday at nine P.M., on the stage of the Rivoli Theatre here where "No Way Out" is playing, by Austin Briggs-Hall, ANT executive director.

Among the speakers will be Congressman Adam Clayton Powell, Jr., who will introduce members of the "No Way Out" cast, including Mildred Joanne Smith and Dots Johnson.

Corwin at Truman Meet

SAN FRANCISCO, Sept. 6.—Sherrill C. Corwin, president of the North Coast Theatres Corp. and a representative of the Theatre Owners of America, will attend the COMPO conference with President Truman in Washington tomorrow. The White House conference was scheduled to discuss the industry's activities in the war effort.

Yellen Host Tonight

BUFFALO, Sept. 6.—Max Yellen, president of the company operating the Century Theatre here, is giving his annual party for managers of the Buffalo branches of various distributing companies at his summer home in Orchard Park tomorrow night.

Industry Stock Trading Light

WASHINGTON, Sept. 6.—Leonard H. Goldenson, president of United Paramount Theatres, has exchanged 500 certificates of interest for 500 shares of his firm's common, and in addition purchased another 300 certificates, according to a report submitted to the Securities and Exchange Commission.

These transactions bring Goldenson's holdings to 900 shares of common and certificates of interest for another 1,250 shares. He and his wife jointly hold another 250 certificates.

Goldenson's transactions were listed in the SEC's latest summary of trading in film company stocks by officers and directors.

A. A. Garthwaite, director of Universal Pictures, reported three purchases of his firm's common, totaling 400 shares. These are his total holdings. John J. O'Connor reported buying 100 shares of "U" common and 200 shares of 4¼ per cent cumulative preferred. He previously had 100 shares of the preferred and no common.

Frankovich Cites Italy's Cooperation

Italian governmental authorities are the most cooperative in Europe, Mike Frankovich, independent film producer, declared here yesterday. He said that he considered Italy an ideal place for foreign production.

After producing Westerns and serials for Republic for 10 years Frankovich went to Italy two years ago to free-lance. During that period he produced a film tentatively titled "Dark Road," and has an interest in "I'll Get You for This," starring George Raft. Made in both English and Italian, the film used only natural sets.

The producer heads Venus Productions, Inc. in the U. S. and Mercurio SRL in Italy. He plans to produce "The Smuggler's Song," one picture with Tay Garnett in Switzerland, and another with director Andre de Toth.

"I'm currently dealing with Goldwyn for Farley Granger," he said, "and I have been promised Valli by Selznick for 'The Smuggler's Song.' I have not as yet completed deals with either of the stars."

Frankovich is also engaged in a three-cornered deal with Woolfe Brothers in England and Joe Kaufman in which expenditures and distribution territories are split "to lessen the chance of a gamble." He is scheduled to return to Europe today.

Smith Drive-in Continues

Wilfred P. Smith, owner and operator of the Garden Auto-Torium at Ledgewood, N. J., has announced his intention to continue operation at least through the Christmas-New Year's holidays, and longer if the winter is not too severe. The Smith operation, which opened last spring, was the first drive-in in its area to be wired for in-car heaters, and the units themselves were installed this week.

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...ought a know bub...They all went to see Warners' 'TEA FOR TWO'!

...DAY · GORDON MacRAE also starring GENE NELSON · PATRICE WYMORE · EVE ARDEN · BILLY DE WOLFE · S. Z. SAKALL

Screen Play by HARRY CLORK Suggested by the Play "No, No, Nanette" by Frank Mandel Otto Harbach, Vincent Youmans, Irving Caesar and Emil Nyitray
Dances Staged and Directed by LeRoy Prinz · Musical Direction by Ray Heindorf

COLOR BY TECHNICOLOR

Produced by WILLIAM JACOBS · Directed by DAVID BUTLER

Minneapolis Boost Predicted For Fall; Record Sales Seen

MINNEAPOLIS, Sept. 6. — Indications point to an upswing in theatre attendance in this area in the fall, in the opinion of reliable trade sources. In some quarters the prediction is that ticket sales may even go beyond those of boom days.

Harry B. French, Sr., president of Minnesota Amusement Co. has stated that "a big upswing has hit us almost overnight." He added that this is particularly true with outstanding pictures. French foresees a fall ticket boom because of improved conditions generally and in particular because of improved box-office potentials of forthcoming product.

French said his circuit intends to get behind the new releases on a greater scale of showmanship than ever before.

A distributor spokesman asserted that "we are expecting our income to rise to wartime peaks and remain stable throughout the winter and spring. Branch managers indicated expectations for "land-office" business starting with the fall season.

Reassign Theatres to FWC Cal. Districts

SAN FRANCISCO, Sept. 6.—Following the recent split up of theatres between Fox West Coast, Golden State and T. and D. Enterprises, several changes in the composition of FWC districts in this area have been made.

The Crest Theatre in Reno has been returned to the jurisdiction of Herman Kerskin, San Francisco district manager. With the addition of the Parkside, Noe and Midtown here, all acquired from Golden State and T. and D., the district now has eight theatres.

Others in the deal, the Palace, Parkway, Eastmont and Chimes in Oakland, come under the supervision of Fay Reeder, giving his East Bay district a total of 22 houses. On the Peninsula, Harry Seipel takes over the T. and D. and Hi Ho at Paso Robles, raising theatres in his district to 16.

James Runte in the Valley now has 21 theatres in that district with the addition of the Lodi and State at Lodi; the Turlock and Fox at Turlock; Lindsay at Lindsay, and the Del Rey at Hughson.

25 Features Are in Work on the Coast

HOLLYWOOD, Sept. 6.—The production tally has gained one point, making a total of 25 features in work. Seven were started, while six were completed.

Started were: "One Too Many" (Hallmark Productions), Independent; "Outlaws of Texas" and "Abilene Trail," Monogram; "Prisoner of War" and "Bedtime for Bonzo," Universal-International; "Operation Pacific," and "Lullaby of Broadway," Warner Brothers. Completed were "Flame of Stamboul" and "Texas Rangers," Columbia; "Short Grass" (Allied Artists), Monogram; "The Goldbergs" and "The Lemon Drop Kid," Paramount; "Spoilers of the Plains," Republic.

Heineman Will List 19

(*Continued from page* 1)

Witness," David Rose production starring Robert Montgomery; "Paper Gallows," an Adelphi Films production starring Dermot Walsh, and "The Taming of Dorothy," Orlux Film presentation starring Jean Kent with Robert Beatty and Margaret Rutherford.

October releases: "One Minute to Twelve," dealing with atomic power; "So Long at the Fair," J. Arthur Rank production starring Jean Simmons and Dirk Bogarde; "The Second Face," Edward Leven film starring Ella Raines with Bruce Bennett and Rita Johnson; "The Kangaroo Kid," a Howard C. Brown Western filmed in Australia, and "Two Lost Worlds," a tale of adventure on a volcanic island.

November releases: "Prehistoric Women," Albert J. Cohen Cinecolor production; "Range Rider No. 1," as yet untitled; "Sun Sets at Dawn," Helen Rathvon and Paul H. Sloane production, introducing Sally Parr and Philip Shawn; "They Were Not Divided," a Rank film, written and directed by Terence Young, with Edward Underdown, Ralph Clanton and Michael Brennan; "Rogue River," Frank Melford production starring Rory Calhoun and Guy Madison; "Mr. Universe," with Jack Carson, Janis Paige and Bert Lahr.

December releases: "Golden Salamander," starring Trevor Howard and Anouk; "Range Rider No. 2," as yet untitled; "The Kid from Mexico," Ben Bogeaus production starring Mickey Rooney, Wanda Hendrix and Robert Preston; "Tinderbox," a cartoon feature in Ansco color based upon a Hans Christian Anderson fairy tale, and "White Heather," a David Rose presentation starring Ray Milland and Patricia Roc.

This will be Eagle Lion Classics' first national sales conventions and will be attended by independent producers who release through ELC, regional sales executives, branch managers, salesmen, bookers and home office executives and department heads. A similar setup is planned for a Chicago meeting which will be held at the Blackstone Hotel on Sept. 14-16.

The company has invited representatives of the trade press to a convention luncheon at the Warwick tomorrow, and to remain for the afternoon's business session which will be conducted by Heineman and B. G. Kranze, general sales manager.

The following list of producers and their representatives have been invited: N. Peter Rathvon, Jack Schlaifer, Jack Schwarz, Sid Nenow, Neil Agnew, representing David Rose and Lester Cowan, Edward A. Golden, Budd Rogers, Harry Thomas, Irving Lesser and Seymour Poe, representing Filmakers, Inc., Frank Melford, and Harry Kossiner, representing Edward Small Productions. The J. Arthur Rank organization will also be represented.

Home Office executives and personnel include: William C. MacMillen, president of ELC, Heineman, Kranze, David Melamed, S. L. Seidleman, E. A. Arnstein, Joseph Sugar, J. K. Chapman, R. J. Augenblick, Leon Brandt, Lige Brien, Stephen Strassberg, Jonas Arnold, Frank Heffernan, J. C. Goltz, W. Frost, William Markert, Ted Hodes, L. R. Brager and Robert Bernhard.

Also attending will be division managers Milton Cohen and J. L. Lutzer, and district managers George Waldman and Clayton Eastman.

Canadian Industry

(*Continued from page* 1)

special emergency session of Parliament in connection with the move for a heavy increase in the defense budget in view of the complex international situation. Intimation was made that more taxation as well as trade restrictions would be inevitable because of increased expenditures for national protective steps.

Luxury items, which might include a broad scope, are to be curbed, it was intimated, and basic materials would be diverted to munitions. There is also the suggestion of the return to parity with the U. S. money of the Canadian dollar, now at a 10 per cent discount, because of increased government spending in the U. S. Imports may be restricted in some fields.

The situation is such that a general meeting of the Canadian film industry is expected to be called within a month. Producers are known to be planning a conference at Ottawa in October. The proposal has come from some exhibitors for an upward revision in admission prices to even amounts to get away from the odd-cents scale which resulted from amusement-tax changes in the past year. This move would help theatres in the event that theatre prices are stabilized by the government as was the case in the last war when exhibitors were caught with depression admission scales.

Autry Plans 26 for TV

HOLLYWOOD, Sept. 6.—Cowboy star Gene Autry's film company plans to make 26 television films for Columbia Broadcasting.

NCA Board Rejects

(*Continued from page* 1)

ure of film companies to relieve the plight of subsequent run Twin Cities exhibitors in a resolution charging distributors with "jacking up" film rentals in all runs despite continually declining box-office grosses.

The board expressed a definite feeling that small towns and big cities both should re-examine admission price policies in light of their rapidly mounting operating costs with a view to hiking prices up and down the line. Some board members indicated the spread of only 10 cents between the 60-cent top at subsequent run city houses and outstate situation prices and the 70-cent top at the Twin Cities first runs is the main obstacle to overcome in any general price increase.

It is believed this small spread will be called to the attention of the first run operators by some means not made known by the NCA board.

Mary Tuttle Heads

(*Continued from page* 1)

one for RKO Service Corp., the theatre company, and the other for RKO Radio Pictures, Inc.

Mary E. Tuttle, who has been personnel manager for both Service Corp. and RKO Radio Pictures, will continue as personnel manager of RKO Service and, in addition, will assume further administrative duties for the theatre company.

Robert Goldfarb, who recently resigned as United Artists personnel director and office manager, has been named personnel manager of RKO Radio, as reported by the company here yesterday.

Compo Groups

(*Continued from page* 1)

operation of COMPO exchange area committees throughout the country."

"In calling these meetings," it was stipulated, "all of the various charter members of COMPO represented in the area should be included. If more than one state is served by the area, such states should be represented on the committee."

Present at yesterday's meeting, in addition to committee chairman Harry Brandt, were: Leon Bamberger, Robert W. Coyne, Ned E. Depinet, Emanuel Frisch, William C. Gehring, Leonard Goldenson, Jesse Goldberg, Bernard Goodman, Jack Harrison, Arthur L. Mayer, Joseph E. McMahon, Abram F. Myers, Al Picoult, Henderson M. Richey, William F. Rodgers, Rudolph Sanders, Sam Switow, Harry Thomas, David Weinstock and Robert Wilby.

Tomorrow, the 11-man COMPO Committee for Cooperation with the U. S. Government will meet with President Truman in Washington to formally pledge the industry's cooperation in the present war emergency.

DeMille, Lessing, Harmon, State Dept. Cooperators

Appointment of a special COMPO committee for cooperation with the State Department in connection with the Voice of America operation overseas has been announced by Arthur L. Mayer, COMPO executive vice-president. It consists of Cecil B. DeMille of the Motion Picture Industry Council, chairman; Gunther Lessing of the Society of Independent Motoin Picture Producers, and Francis S. Harmon of the Motion Picture Association of America. The trio will work with Assistant Secretary of State Edward W. Barrett and his associates on "Voice" program operations.

RKO Theatremen

(*Continued from page* 1)

yesterday, RKO president Ned E. Depinet said that such drives as the "Boost Your Business" campaign "generate enthusiasm, stimulate our pride, whet our imaginations, take the kinks out of our thinking and encourage healthy competition which is such an essential part of American life and American business."

Judging the time to be ideal for such a drive, Depinet declared that "there are plenty of great pictures today . . . more perhaps than at any time in the history of the industry." He said that as showmen "it is our business and pleasure to beat the bass-drum and tell the people, 'Come in and see for yourself'."

Minimum Wage Rate

(*Continued from page* 1)

York State, with variations for individual classifications and for cities over and under 50,000 will be opposed at a hearing here Sept. 11 before Industrial Commissioner Edward Corsi.

Local exhibitor opponents of the increase said they will argue that it should be left to the local supply-and-demand situation. They stated that virtually all employees in the board's classifications have other sources of incomes or are part-time workers.

Suggested schedules would be costly to theatres, they declared.

US-UK Pact

(*Continued from page* 1)

ers can obtain an additional dollar allowance.

First, by producing pictures in England, American producers can take out in dollars an amount equivalent to between 20 and 30 per cent of the amount invested there in pounds.

The second and third methods of obtaining additional dollar remittances, amounts not able to be determined by present information, are by distributing British films in this country and by buying British films outright.

Arnall also discussed distribution in Germany and announced that application has been made by the SIMPP for an adequate number of import permits for independents during the coming year.

George Schaefer, foreign sales executive, also discussed foreign distribution.

Arnall will remain here for 10 days.

French President at Wilcox Film Premiere

LONDON, Sept. 6.—M. Auriol, President of France, and Madame Auriol will attend the Paris opening of Herbert Wilcox's "Odette" at the Paris Opera House on Oct. 20.

The film, which recounts the story of the half-English, half-French Odette Churchill in the French Resistance, is in its fourth month here, where its premiere was attended by Their Majesties, the King and Queen.

Monogram to Reissue 'Our Gang' Comedies

HOLLYWOOD, Sept. 6.—Monogram has secured 30 two-reel and 15 one-reel "Our Gang" comedies from Joseph Auerbach for re-release, the company announced here today.

Monogram had previously acquired 20 two-reel and 10 one-reel subjects from Auerbach.

Griefer with Morris

Ben Griefer, with Paramount theatres for the last 23 years and for the last nine years general manager of the Adams and Paramount theatres in Newark, has been named executive in the television department of the William Morris Agency.

New FWC Booker

SAN FRANCISCO, Sept. 6.—James Cox, son of H. C. Cox, vice-president and treasurer of National Theatres, arrived here from Los Angeles yesterday to become a booker at the local office of Fox West Coast.

Reviews

Indian Territory

(Gene Autry Production-Columbia)

GENE AUTRY'S familiar smooth delivery and an interesting screenplay by Robert S. Hall, which provides a full quota of action and gunplay, places this latest Autry production, produced by Armand Schaefer and directed by John English, well up on the list of this series of films.

The reconstruction period following the Civil War is the time of the action, which has Gene, commissioned as an officer in the Union Army, assigned to break up Indian raids, engineered by James Griffith, the "Apache Kid," and Philip Van Zandt, an Austrian soldier of fortune.

Comedy relief is supplied by Pat Buttram, while Kirby Grant and Gail Davis provide the love interest in this sepia production. Between helping to preserve law and order and solving the Indian problem, Autry manages to sing and play a few songs.

William Bradford, director of photography, does a fine job, especially shooting the raid and stampede scenes.

Running time, 70 minutes. General audience classification. September release.

Train to Tombstone

(Lippert) *Hollywood, Sept. 6.*

OLLOWING the genre established by "Stage Coach," producer-director William Berke recounts the stories of a motley collection of wayfarers abroad in the old West. He utilizes a train instead of a stage coach, Indians and outlaws dressed as Indians provide the action in two attempted holdups of the train and though a modest budget limits the running time to 56 minutes, the film is talk-packed and slow-paced until the first shot is fired.

Don Barry, although cast as the principal hero, comes into the picture fairly late, leaving Wally Vernon to carry the interest with corset-salesman type comedy until then. The script, by Victor West and Orville Hampton, from a story by Barry, opens with a mixed assortment of strangers boarding a train for Tombstone in about 1880. There is the corset-salesman, a doctor, a minister, a dance hall girl and her untrained recruit, an Eastern girl whose legs are paralyzed, her tippling aunt, and some others. It takes a lot of talking for them to establish their separate stories, with Barry boarding the train enroute as a genial outlaw who turns out to be an Army officer operating under cover. Others in the cast are Robert Lowery, Tom Neal, Judith Allen, Minna Phillips, Barbara Stanley, Nan Leslie, Claude Strand and Ed Cassidy.

Running time, 56 minutes. General audience classification. Release date, not set.

Rank's Problems

(*Continued from page* 1)

trieved by the sale of various properties which yielded a profit of more than £1,000,000, but this process is hardly likely to continue.

The authoritative *Financial Times* said: "Odeon was able to meet very heavy income tax demands and other dues only by recourse to profits made on the sale of fixed assets and to tax refunds. It will take a decade of profits on a scale hardly to be envisaged at the moment to place Odeon's finances on an even keel."

Within the trade, Rank's statement that it is impossible to produce pictures profitably here was disputed, with the profitable production experiences of Herbert Wilcox, Carol Reed and others being cited.

The *Express* was the only newspaper to comment that Odeon's difficulties originally derive from its shouldering the huge production liabilities of General Cinema Finance Co. in Dec., 1948.

Rank, however, dates all of his misfortunes to the imposition by the British government of the prohibitive *ad valorem* duty on American films which led to the halting of their shipment here for a period of nearly a year with serious consequences at the box-offices of Rank's theatres.

It is understood that Rank proposes to limit his direct interest in production, including deals with independent producers, to between 16 and 20 pictures during the coming year.

Loew's Dividend Is Set

The board of directors of Loew's, Inc., yesterday declared a regular quarterly dividend of 37½ cents per share, payable on Sept. 30 to stockholders of record on Sept. 15.

New Format Is Set For SMPTE Meeting

Departing from the traditional format of its convention programs, the Society of Motion Picture and Television Engineers introduces several innovations in a schedule released for the Society's 68th semi-annual convention, to be held at the Lake Placid Club, Lake Placid, N. Y., Oct. 16-20.

Packaging an array of news, ideas, demonstrations, and discussions in 10 technical sessions, the new program format eliminates all evening technical sessions but one, utilizes all mornings and afternoons of the convention week except Monday morning, and separates the presentation of the annual awards and the introduction of new officers.

The Society's Journal Award, its Progress Medal, the Samuel L. Warner Memorial Award, and honorary memberships will be presented at a special session Monday evening. This session will also be the occasion for the president's address.

Industry in Mexico Rallies to Protect Itself from Video

MEXICO CITY, Sept. 6.—Fearful that television will take a heavy toll of theatres in the competition for the amusement peso, exhibitors here have succeeded in inducing most of the film industry to join them in placing before the newly-organized National Council of Cinematographic Art a program which they have devised to protect themselves against video's assault.

The Council, whose aim is to foster and improve Mexican films, was created by President Miguel Aleman. It is composed of top government officials and representatives of the trade, including labor.

The advent recently of commercial television here prompted exhibitors to hold "emergency meetings" with Andres Serra Rojas, director general of Banco Nacional Cinematografico, which finances most of the Mexican film industry.

Meanwhile, the trade continues to get substantial financing from the two banks which have been its sources of backing. Banco Nacional reported in its July 31 balance sheet the granting of loans, credits and discounts totaling $1,453,862, while the newly-organized Credito Cinematografico Mexicano in its balance sheet of that date registered loans, credits and discounts in the amount of $1,213,575.

Mexico Launches First TV Station

Mexico's first television station, MHTV, is now in operation in Mexico City, according to word received here by the RCA International Division.

The inaugural program consisted of a remote pickup in which President Miguel Aleman delivered a message to the Mexican people at a joint session of the Mexican Congress in the Chamber of Deputies. Regularly-scheduled programs will be telecast five to seven P.M., week days, and four to seven, Sundays.

Massachusetts Will Not Censor Video

BOSTON, Sept. 6.—The Massachusetts Department of Public Safety's Bureau of Sunday Censorship stated today that it does not contemplate any censorship of motion pictures which are used on television stations in Boston. For the present, the department stated, it will let television viewers at home use their discretion as to what they want to see.

THE Film DAILY

LOOKS AT

MISTER 20th

"No picture has come
from 20th Century-Fox this year
with greater promise of being a
box-office smash...a refreshing
experience in movie-going
that goes straight to the heart.
It is pictures such as this
that make the exhibitor
overflow with optimism!"

There's No Business Like 20th Century-Fox Business

BOOK THE INDUSTRY SHORT FOR DISABLED AMERICAN VETERANS—"ON STAGE EVERYBODY"

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68 NO. 48 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 8, 1950 TEN CENTS

Theatre Bldg. Controls Not Yet in Sight

Truman Not Expected to Use Powers at Once

WASHINGTON, Sept. 7.—There is no likelihood for quite some time of any U. S. regulation requiring exhibitors or any others to get a U. S. Government permit to build, expand or alter theatres, according to top Commerce Department officials.

They say that there is no doubt that under the Economic Control Bill awaiting President Truman's signature the Federal Government would have power to curb any building and require the builder to get government sanction. Such regulations were in effect during and after World War II, and according to government lawyers, the power to allocate materials contained in the pending bill is modeled on the power in the

(*Continued on page 2*)

To Arbitrate EL-FC Action

Moves will be initiated by Eagle-Lion and its parent company, Pathe Industries, to bring to arbitration the $500,000 action which Film Classics creditor-assignee Irving Kaufman has filed in New York Supreme Court against the two former companies, it was indicated here yesterday by Eagle Lion Classics president William C. MacMillen, Jr., in an outline of the background of the litigation which he

(*Continued on page 4*)

MacMillen Sees Top Spot Ahead for ELC

A prediction that the next six months may possibly see Eagle Lion Classics as the foremost distributor of independent product in the industry was voiced by William C. MacMillen, Jr., ELC president, at the opening session yesterday of the company's three-day sales meeting here.

William J. Heineman, distribution vice-president, presided at the session, held at the Warwick Hotel, and introduced Bernard Kranze, sales man-

(*Continued on page 4*)

Showmen See Showmanship In 20th-Fox's 'Eve' Policy

Circuit operators in widely scattered sections of the country, after attending screenings of the picture this week, took a mixed view of the "Scheduled Performance" plan which 20th Century-Fox intends to inaugurate with the release of "All About Eve."

A number of visiting showmen attended a screening of the film at the distributor's home office Wednesday evening. Those polled by a reporter for MOTION PICTURE DAILY were virtually unanimous in their praise of the attraction, but hardly unanimous in their reactions to 20th Century-Fox's plan for its exhibition.

All were agreed, however, that

(*Continued on page 5*)

Lesser's New Firm To Export As Well As Import Films

Sol Lesser's new Principal Pictures International will distribute selected American pictures in foreign markets in addition to distributing approximately 15 European-made films to an ultimate 300 American theatres on a franchise basis, Lesser told trade press representatives at a luncheon-meeting here yesterday at Toots Shor's restaurant.

Domestically, in addition to the 15 imports, Lesser said his new company will handle about five Holly-

(*Continued on page 4*)

Report Kravetz to Head UA Foreign

Max Kravetz, secretary of United Artists, will assume supervision of the company's foreign distribution, it was reported here yesterday.

Al Lowe, veteran of the UA foreign department, has been conducting foreign operations since the resignation in July of Arthur W. Kelly, former executive vice-president of UA, which was followed by the departure of other veteran UA foreign department officials from the home office, including Harry Schroeder and Tom Mul-

(*Continued on page 5*)

ITOA Okays Compo Financing Program

The Council of Motion Picture Organizations' financing plan, calling for contributions of one-tenth of one-per cent of an exhibitor's film rental with matching contributions by distributors, was unanimously endorsed by the membership of the New York Independent Theatre Owners Association at a meeting at the Hotel Astor here yesterday.

The membership also pledged the "wholehearted" suport of the ITOA to COMPO and adopted a resolution

(*Continued on page 5*)

RKO TO TAKE ITS 'BOOST YOUR BUSINESS' DRIVE INTO THE FIELD

The first of a series of regional meetings to be held for the managers of the RKO circuit to discuss RKO Theatres' three-month "Boost Your Business" drive takes place today at the Waldorf Astoria Hotel here under the chairmanship of William Howard, assistant general manager. Representing the Eastern group, theatre managers from Metropolitan New York, Boston, Providence, Lowell, Rochester, Syracuse, Cleveland and Washington will be present.

Addresses will be made by Sol A. Schwartz, executive vice-president and general manager; Harry Mandel, national publicity-advertising director; Tom O'Connor, treasurer; Matty Polon and Robert Sherman of the film booking department; Lee Koken,

(*Continued on page 4*)

Trans-Lux Holders Suit Names Brandt

Harry Brandt, Milton C. Weisman, William Girden, Alan Frome and others associated with Brandt theatre and booking activities have been named defendants in a $500,000 damage action filed in New York Supreme court by Trans-Lux Corp., stockholders Jerome B. Ross and Walter Simers.

The complaint charges that the defendants conspired to defraud Trans-Lux and subsidiaries with the purchase in 1948 by that circuit—of which Brandt became a principal stockholder—of theatre properties controlled by since-dissolved corporations which were headed by Brandt.

(*Continued on page 2*)

MPEA Board Accepts UK Pact Formula

34-Millions Earnings in UK Seen for Pact Year

The board of the Motion Picture Export Association, at a meeting here yesterday, ratified in principle the terms of the Anglo-American remittance formula which was drafted in London by the US-UK technicians' committee, the MPEA announced following the meeting. Only "minor changes," which the British are expected to accept without question, were made in the agreement by the board.

The pact, which will become effective on Oct. 1, calls for remittance from England of earnings up to $17,000,000 during the next 12-month period. In addition to this amount, the American companies will be permitted to convert into dollars a sum equivalent to 23 per cent

(*Continued on page 4*)

Name Compo 'War' Groups

To cope effectively with requests and problems arising from the national emergency, Ned E. Depinet, Council of Motion Picture Organizations president, yesterday announced the establishment of three new COMPO committees: a Screening Committee, Theatre Priorities Committee, and a Production and Distribution Priorities Committee.

The Screening Committee, composed

(*Continued on page 5*)

Compo Group Meets With Truman Today

The first meeting of COMPO's committee on cooperation with the U. S. government to determine the probable services it may be called upon to perform during the international emergency will be held with President Truman and John R. Steelman, assistant to the President, at the White House at noon today.

Ned E. Depinet, COMPO president and ex-officio chairman of the committee, will head the industry dele-

(*Continued on page 5*)

Personal Mention

FRED JACK, United Artists Southern and Western sales manager, left here yesterday for a tour of Western exchanges.

•

CHARLES EINFELD, 20th Century-Fox advertising-publicity vice-president, is recuperating from a virus attack at Westport, Conn.

•

WILLIAM F. RODGERS, M-G-M sales vice-president, will leave here on Sunday for Hollywood, with a stopover at Chicago.

•

RUTH STONE, secretary to Eagle Lion Classics president WILLIAM C. MACMILLEN, JR., is vacationing at Cape Cod from New York.

•

ABRAM F. MYERS, general counsel of Allied States Association, returned to Washington yesterday from New York.

•

ED FITZGERALD, Paramount Buffalo branch manager, is here from that city.

•

WILLIAM DIETERLE, director, will arrive here tomorrow from Europe on the *S. S. Caronia.*

•

R. C. STROCK, Westrex recording manager, has left here for the Coast.

Murphy, Tourtellot in New Posts at MOT

Arthur Murphy, general manager of *Life Magazine*, has been appointed general manager of the March of Time division, by Roy E. Larsen, president of Time, Inc.

At the same time, Richard de Rochemont, producer of March of Time, named Arthur Tourtellot director of March of Time's television productions, a new department in the latter organization. Tourtellot has been associate director since Feb., 1949. He joined the staff as a writer in 1942.

Trans-Lux Suit

(*Continued from page* 1)

Plaintiffs ask that the agreements, which ordered the purchase of the Embassy in Dobbs Ferry and the acquisition of the lease of the Hastings in Hastings-on-Hudson, and purchase of the Colony and Granada and other theatres here be rescinded because the "fact of dual corporations and the divided loyalties of the defendants" and amounts paid allegedly were concealed from the Trans-Lux board.

Brandt, the complaint states, was president of Sherbrook Realty Corp., and Selhel, Inc., the firms described as owners and controllers of the Embassy and the Hastings at the time of sale. The firms have been dissolved meanwhile, it states. Plaintiffs charge that an excessive sum, more than $200,000, was paid for the house by Trans-Lux without the board's knowledge, and that additional large sums were expended for refurbishing.

Parkton Sues Majors, FWC

HOLLYWOOD, Sept. 7.—Strong and Schwartz, counsel for Parkton Theatres, Inc., owner of the Park Theatre, Huntington Park, today filed a Federal court suit seeking $672,000 damages from major distributors and Fox West Coast and Warner circuits, charging monopoly and conspiracy to violate the Sherman anti-trust laws.

The suit also asks the court to compel FWC and Warner to divest themselves of their theatres in Huntington Park to the highest bidder "who, in the opinion of the court, will effectively terminate the monopoly and abuses practiced by the present owners."

Balaban Host at UJA Phone Drive

Barney Balaban, Paramount president and co-chairman of United Jewish Appeal amusements division executive committee, will be host to divisional leaders at his office on Sept. 19 when a mass telephone solicitation will be conducted for more funds for the UJA. A full day's session is planned, with Balaban host at a luncheon.

"We want the top men in our field," said Sam Rosen and Fred Schwartz, division chairmen for the 1950 drive, "for a final intensified effort to reach everybody who has not been approached yet or who has given 'inadequately'." The amusements division goal this year has been set at $1,000,000.

Building Controls

(*Continued from page* 1)

World War II laws, under which the wartime building controls were imposed.

However, even though the power exists, there is no disposition to exercise that power at present.

Commerce officials say that the expanded defense program will cut into the supplies of steel, building materials and other items by anywhere from four to 16 per cent, but no all-out control program is needed yet.

At present, the Administration's plan is to work out voluntary allocation agreements among producers of critical and scarce materials, possibly to allocate the materials themselves or more likely to agree to help with a government system of mandatory allocations and priorities to cover defense orders.

Under this scheme, theatre-owners, television manufacturers and all other non-defense users would be left free to scramble for the non-allocated portion of the market. There is no feeling at present that the Administration should allocate all the way down the line.

Exhibitors planning to build a new theatre or add to their present theatre will in the coming months probably be hurt chiefly by the fact that they may not get all they need in this scramble.

Raymond Levy Joins Quigley Publications

Raymond Levy has been appointed to the executive staff of Quigley Publishing Co., publishers of *Motion Picture Herald, Motion Picture Daily, Motion Picture Almanac* and *Fame.*

For the past nine years Levy has been associated with publication activities in the motion picture industry. Previously he was in the national advertising agency field. Before entering publication and advertising work he was engaged in theatre operations and film publicity and exploitation. His headquarters will be in the New York office of Quigley Publications.

Mayer Article Tells Of German Censors

Reviewing his experiences as film censor for the Military Government in Germany and as the importer and exhibitor of a number of controversial films in America, Arthur L. Mayer, now executive vice-president of the Council of Motion Picture Organizations, his written an article on censorship for the October issue of *Esquire.*

The major film problem in occupied Germany, Mayer says, was to prevent the showing of pictures which cast America in an unfavorable light and which might "fertilize the seeds of racial and religious hatred so deeply and widely sown by Adolf Hitler." Thus, Mayer found it necessary to ban Paramount's "A Foreign Affair" and "Oliver Twist."

In looking for a more permanent censorship within Germany, Mayer turned to the Hollywood Production Code for a model. "What we decided was to form a self-regulating body within the (German) industry; and, to make such a body effective we called into our councils representatives of church, state, educational and civic groups."

Legion Reviews 11, Two Are Class 'C'

Of 11 films newly reviewed by the Legion of Decency, two—Republic's "Jungle Stampede" and the Social Guidance Enterprises' "The Story of Bob and Sally" were placed in Class "C." Two others, "Outrages of the Orient," Bell Pictures, and "The Showdown," Republic, were listed in Class B.

Rated Class A were "The Milkman," Universal-International; "Mister 880," 20th Century-Fox, and "When You're Smiling," Columbia. Class A, Sec. II films were "Dial 1119," M-G-M; "Eye Witness," Eagle Lion Classics; "Let's Dance," Paramount, and "Prowl Car," Columbia.

Bow Set for 'Affair'

Film producer Hal B. Wallis, who is scheduled to return to New York from Europe on Monday, has completed plans for the world premier of his latest film, "September Affair," in Rome's Sistine Theatre on Sept. 14.

Canada Tilts Taxes On Corporations; Candy Hit Too

OTTAWA, Sept. 7.—Canada's new defense budget calls for an immediate ten to fifteen per cent increase in corporation income tax and an additional one-cent levy on soft drinks and candy bars which now sell at theatre counters for five cents. The budget was presented by Finance Minister Douglas Abbott tonight.

The tax on cameras, photographic and some electrical equipment is raised by five per cent but no move was made to restore the Federal amusement tax of wartime days which had been feared.

Abbott announced a government policy to discourage building construction except on projects or alteration jobs already under way. This would halt further theatre building.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
'SUNSET BOULEVARD'
William Holden • Gloria Swanson
Erich Von Stroheim
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

Paramount Presents BOB HOPE and LUCILLE BALL in Fancy Pants
Color by TECHNICOLOR
with BRUCE CABOT • JACK KIRKWOOD
in person CARMEN CAVALLARO and His Orchestra JEAN CARROLL FOUR EVANS ALAN DALE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

no way out
RIVOLI
20th CENTURY-FOX

Walt Disney's PRESENTATION OF Robert Louis Stevenson's Treasure Island
Color by TECHNICOLOR
EXTRA! Walt Disney's BEAVER VALLEY Print by TECHNICOLOR
NOW BRANDT'S Cool MAYFAIR 7th AVE. & 47th ST.

ROXY 7th Ave. & 50th St.
The Black Rose TECHNICOLOR
on Stage The PHILHARMONIC-SYMPHONY Orchestra of New York MITROPOULOS CONDUCTING EILEEN FARRELL Soprano
20th CENTURY-FOX

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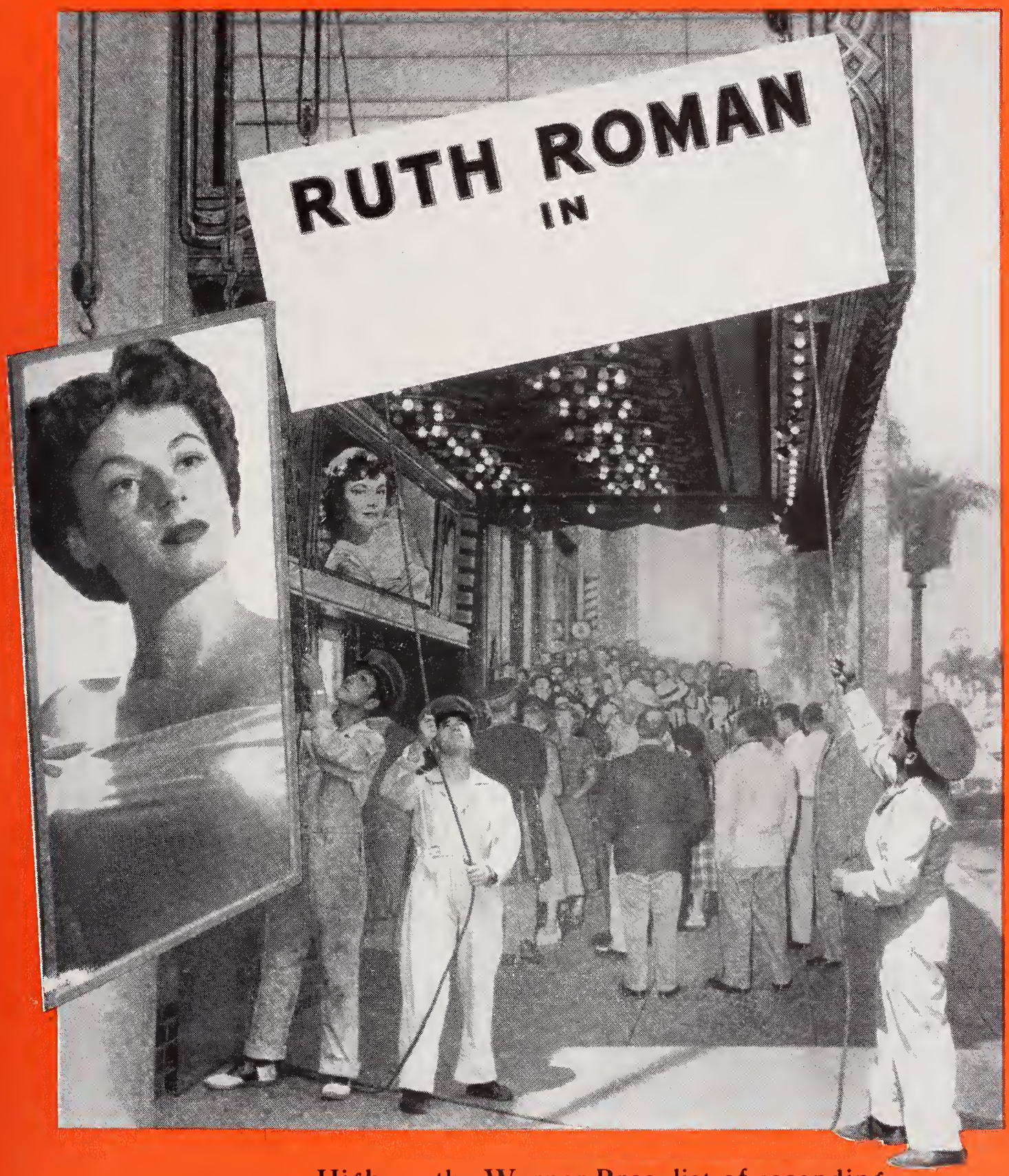
GOING UP!

—and the public is watching!



High on the Warner Bros. list of ascending stars is Ruth Roman. She is now being starred with Eleanor Parker and Patricia Neal in "THREE SECRETS"

(United States Pictures Production)

'The World Market,' This Week's 'Herald'

Motion Picture Heralds **current edition presents in a 40-page special section its fifth annual "World Market" salute to those in international trade in motion pictures.**

It tells in words and in pictures the story of the industry around the world, in special articles and in news reports, with numerous stills from foreign product, pictorial displays presenting personalities in the world market, trends in foreign theatre design, lists of foreign supply dealers, and other features.

RKO Field Drive

(*Continued from page* 1)

head of the vending department.

Also, there will be talks by S. Barret McCormick of RKO Radio; Mort Blumenstock and William Brumberg of Warner Brothers; Charles Einfeld and Jonas Rosenfield from 20th Century-Fox, and Hank Linet of Universal-International, each of whom will discuss the product of his respective company.

Following this gathering, a home office contingent including Schwartz, Howard, Mandel, Polon and Sherman, will meet with RKO managers from Cincinnati, Dayton and Columbus, in Cincinnati, next Wednesday. The third meeting, a two-day affair, will be held in Chicago next Thursday and Friday, for RKO managers from Chicago, Champaign, Detroit, Kansas City, New Orleans, Omaha, Grand Rapids, Minneapolis, St. Paul, Cedar Rapids, Davenport, Des Moines, Dubuque, Marshalltown, Sioux City and Waterloo.

Schwartz will proceed to Los Angeles to conduct a meeting of the Los Angeles, San Francisco and Denver managers on Monday, Sept. 18.

MPEA Accepts UK Pact

(*Continued from page* 1)

of sterling expenditures for film production in Britain; 50 per cent of sterling expenditures for outright purchase of British films, and 50 per cent of sterling paid to British interests for distribution of their pictures in the Western hemisphere.

Fayette W. Allport, MPAA international division representative in England and a member of the U. S. technicians' team, interpreted aspects of the formula at the meeting and said it is expected that the eight MPAA companies will hold $7,635,000 in frozen sterling in England on Oct. 1. This, he said, can be added to the sterling which "should accrue to the Americans during the year." He estimated that the eight companies will have earned in Britain by Oct., 1951, some $34,550,000, for a total accumulation of $42,185,000.

$4,000,000 Minimum

A minimum of $4,000,000 is expected to be remitted to the Americans (including Society of Independent Motion Picture Producers member companies) under the "bonus" conversion provisions, which, plus the guaranteed $17,000,000, represents an expected total of $21,000,000 minimum for the pact year.

Allport reported that during negotiations the Americans took the position that, to insure "bonus" earnings totaling $4,000,000, "the possibility of earning 95% of the total should be with the eight MPAA companies, this being the estimated proportion of unremittable sterling in their hands."

The original British objective, Allport said, was to limit bonus earnings to $2,000,000, while the MPAA companies' aim was a bonus of $3,800,000 (the amount available to the companies and at their disposal on the basis of the amount of frozen sterling in which would result in remittance of at least $4,000,000 for the year.

British Pounds Rule

It has been settled under the pact that all investment by the Americans in British production will be calculated in British pounds. The bonus potential under the accepted 23-50-50 per cent basis is held by Allport to be $3,856,000. It was pointed out, however, that this does not take into account some $5,700,000 in unremittable sterling which can be set aside for other uses, including print exports, etc. According to Allport, if this latter amount is channelled into bonus earning activities, the earnings "could and should" exceed the $4,000,000 foreseen bonus remittance by a substantial amount.

If, as Allport anticipates, the eight companies will have a total of $42,000,000 frozen in Britain as of Oct. 1, 1951, the companies should have $13,755,000 during the year to invest in bonus-yielding endeavors in England, according to calculations.

Allport revealed that during 1948-50, five American companies spent $15,204,000 on production in Britain, distribution of British films in the U. S., and acquisition of British pictures. Additionally, three companies, Paramount, United Artists and Universal, spent in these veins some $2,374,000 for a grand total investment by all of $17,578,400.

'In Principle' Clause

Stipulation by the board of an "in principle" acceptance of the formula is understood to be a manifestation of tacit disappointment that "only 23 per cent" of sterling expenditures for film production in Britain can be remitted under the bonus provisions. The American companies had "hoped for a better deal" in that respect. The "minor changes" which were made in the pact by the MPEA board were described as being of the "punctuation variety."

Basic terms of the film deal were negotiated in London last July with the British Board of Trade by an American film industry mission headed by Eric A. Johnston, MPAA president, and Ellis Arnall, president of SIMPP.

The board voted a unanimous expression of thanks to Allport and his technicians team, which included U. S. executives in England, for "their arduous and complex task of evolving an acceptable operating formula."

MacMillen Sees

(*Continued from page* 1)

ager, who renewed old acquaintances from the rostrum, and outlined the job requirements each sales delegate is expected to fulfill.

The meeting, which concludes Saturday and moves to the Blackstone Hotel in Chicago for a three-day regional meeting on Sept. 14-16, was attended, in addition to ELC sales delegates, by a group of producers and producers' representatives, including: N. Peter Rathvon, Jack Schlaifer, Jack Schwarz, Neil Agnew, Edward A. Golden, Budd Rogers, Harry Thomas, Irving Lesser, Seymour Poe, Frank Melford, Harry Kosiner and Jerry Dale.

Lesser's Firm

(*Continued from page* 1)

wood pictures suitable for art house presentation along with his schedule of 15 imports. The Hollywood product, he said, will be of the type that normally is not handled by major distributors and for which there is no national or international outlet through a single organization at this time.

Principal International will apply for membership in the Society of Independent Motion Picture Producers and will apply for import licenses in foreign markets abroad for the American pictures which it will handle overseas. Such films, he said, will be selected from among those which cannot get into foreign markets now under Motion Picture Export Association licenses.

Lesser, who returned at the first of the week from a five months' European trip, said the first two of his 15 annual imported releases will be "The Son of D'Artagnan," which is completed and ready for distribution, and "Twin Trouble," of which Lesser was co-producer and which stars Marilyn Buferd, "Miss America of 1946." Both films were made in Italy. The second will have additional scenes to be made in Hollywood.

300 Outlets

The still incompleted plans for distribution contemplate 150 established art house outlets for the pictures and an additional 150 houses which Lesser believes will be interested in the schedule on the franchise basis. Royalties for the franchises are expected to underwrite costs for the American rights to the imported pictures. The entire program, however, was described by Lesser as an investment opportunity for his and Mike Rosenberg's Principal Theatres circuit on the West Coast.

Additional product is to be supplied by Eric Pommer and Arthur Brauner who, in association with Lesser, will co-produce a new series to be made in Germany under the title of "Lanny Budd, American," based on the novels by Upton Sinclair. Pommer will come to Hollywood next month to aid in selecting an American director and star for the series, first of which will be started in March for release next September.

EL-FC Action

(*Continued from page* 1)

gave at the ELC sales meeting yesterday at the Hotel Warwick.

Meanwhile, attorneys for the defendants report that an additional 20-day extension has been secured for filing answers to Kaufman's summonses and complaint. Originally the answers were due to be filed by today.

MacMillen told the meeting that notwithstanding the litigation, the "friendliest kind of relationship" exists between Eagle-Lion and Joseph Bernhard, FC president who became ELC board chairman when his company and EL entered into the yet-to-be-completed merger that brought ELC into being. He assured the meeting that ultimately the merger would be consummated through negotiation with Bernhard.

The ELC president said he could not see the litigation "going before a jury." There is but a single point that can be arbitrated to obviate a court trial, MacMillen said, describing it as the question of "how much in dollars and cents is the FC assignee entitled to as a result of 'tail-end' distribution?"

20th-Fox's 'Eve' Policy

(*Continued from page* 1)

there are definite advertising-publicity values in the policy. Many cited it as fine showmanship.

Robert B. Wilby said: "There isn't much argument about the advantages of seeing a picture from start to finish. But there are theatre problems involved in any plan which would make it impossible to sell a ticket to seat a patron once the film is under way. At any rate, my present inclination is to try scheduled performances in those of our theatres where such a policy may fit."

John J. Fitzgibbons, president Famous Players Canadian Corp., reacted favorably in principle, at any rate, and may try it in some situations in Canada. "I am not quite prepared to say, however, how I would react if 700 theatre seats are empty and 700 people are outside trying to get in. The temptation to sell those tickets might prove irresistible."

Sam Switow, Switow Enterprises, Louisville, looked upon the idea with disinterest. "We tried this very thing in Louisville on 'The Window.' No one was interested," he said.

Wilber Snaper, Snaper Theatres, operating in New Jersey, took the view that the plan was "strictly big city" and not applicable to small-town operations. "Besides, it is common practice in limitless towns throughout the United States to have a seven P.M. and a 9 P.M. show. And lots of people get there on time, too."

Leo Brecher, Metropolitan New York operator, was convinced "All About Eve" is the kind of attraction which required scheduled performances. He may consider the plan when the film plays his Plaza Theatre in the fashionable midtown section of New York.

Edward Lachman of Bonton, N. J., lined up with Snaper.

Edmund C. Grainger, president, Jamestown Amusement Co., which operates in Massachusetts, New Hampshire, New York, Ohio and Pennsylvania, thought the plan might heighten public interest in motion pictures and, therefore, intends going along with the policy where his situations permit. "However, we did try it in Pittsburgh on 'The Best Years of Our Lives.' The weekend was big, but the rest of the week fell off. I don't think the plan can work universally. However, it is worthy and deserves to be tried. I am fearful, however, of any operating policy under which the ticket buyer cannot go to a show whenever he pleases. To attempt otherwise would place a restraint on him which he might resent long after a particular picture has been played and forgotten."

Manny Frisch, Randforce Circuit, said: "I think the picture is unusual and especially good. However, I prefer to wait to see the results of the policy at the Roxy and other first-run houses before passing judgment on the policy insofar as neighborhoods are concerned. At any rate, before saying whether an idea of the kind is good or bad, I think it best that it be given a chance to produce results."

Among those who chose to withhold all comment for the time being were executives of Warner, Loew's and Fabian Theatres.

ITOA Okays

(*Continued from page* 1)

praising the officers, executive board and the various committees of the all-industry organization for their efforts in launching COMPO and its program.

Arrangements were made at the meeting for a luncheon at the Hotel Astor on Oct. 5 at which the following elected officers will be installed: Harry Brandt, president; David Weinstock, board chairman and first vice-president; Max A. Cohen, second vice-president; Julius Sanders, third vice-president; William Namenson, fourth vice-president; Leon Rosenblatt, treasurer; J. J. Goldberg, secretary, and John C. Bolte, sergeant-at-arms.

Plans were outlined at yesterday's meeting whereby ITOA member theatres in Queens, Yonkers and Mount Vernon will cooperate with Metropolitan circuits in the previously-announced campaign to test early closings for the boosting of patronage.

Report Kravetz

(*Continued from page* 1)

rooney. The latter have not been replaced.

Lowe's contract with UA expires on Sept. 24 and it is reported that the company has advised him that it wishes him to continue as foreign sales manager but without a new contract, in line with a current company policy of not entering into new employment contracts.

Efforts to reach Kravetz yesterday for comment on the reports were unsuccessful.

Meanwhile, in Hollywood it was reported that Eddie Sherman, Coast talent manager, and Max Fink, a Los Angeles attorney, will clear production deals for United Artists with independent producers and provide a revolving fund for such producers if their operating plan is approved by the UA board at the next meeting, now scheduled for Sept. 20.

COMPO 'War' Groups

(*Continued from page* 1)

exclusively of exhibitors, will pass upon all films submitted by government or private agencies for exhibition in connection with the war effort. Russell V. Downing was named to serve as chairman of this committee, wtih Rotus Harvey, William Namenson, Wilbur Snaper and Robert Wilby.

On the Theatre Priorities Committee are Si Fabian, chairman; Emanuel Frisch, Ben Shearer, Abram F. Myers and David Weinstock.

The Production and Distribution Priorities Committee consists of Marvin L. Faris, chairman; Francis S. Harmon and Lester W. Roth.

COMPO, Truman

(*Continued from page* 1)

gation at the meeting. The White House session will be preceded by a committee meeting at the Statler Hotel in Washington this morning. It will be followed by a luncheon at MPAA headquarters and by visits to key government officials.

UNIVERSAL-INTERNATIONAL presents

Ann SHERIDAN
Dennis O'KEEFE

...And there are
1000 nameless places
to hide them both in the
waterfront and Chinatown
dives of San Francisco!

WOMAN on the RUN

A TERRIFYING ADVENTURE IN SUSPENSE!

Universal International

with

ROBERT KEITH · Ross Elliott

Screenplay by ALAN CAMPBELL and NORMAN FOSTER · Directed by NORMAN FOSTER · Produced by HOWARD WELSCH

Director of Photography, HAL MOHR, A. S. C. · A FIDELITY PICTURES PRODUCTION · A UNIVERSAL-INTERNATIONAL RELEASE

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FIRST

MOTION PICTURE DAILY

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VOL. 68 NO. 49 NEW YORK, U.S.A., MONDAY, SEPTEMBER 11, 1950 TEN CENTS

$20-Million Film Finance Plan Advances

Bagnall to Report on Survey of Independents

By WILLIAM R. WEAVER

HOLLYWOOD, Sept. 10.—New financing for independent production, under a plan submitted to independent producers last spring by Alex Ardrey, Bankers Trust executive vice-president, may be forthcoming following a meeting on the matter tomorrow or Tuesday between Ellis Arnall, Society of Independent Motion Picture Producers president, and George Bagnall, former United Artists studio head.

Arnall brought Ardrey to Hollywood to present the financing plan to the SIMPP membership and to other independ-

(*Continued on page* 5)

'IA' Will Ask AFL Bid to Congress For Shorter Week

IATSE is scheduled to put before the American Federation of Labor convention in Houston next week a proposal that AFL call upon Congress to amend the Federal Wage and Hours Law "to reduce the present maximum of eight hours per day and 40 hours per week sufficiently to relieve the present unemployment situation."

The proposal, which presumably will be presented to the convention by "IA" international president Richard F. Walsh, was embodied in a resolution adopted by the recent biennial "IA" convention in Detroit. The resolution pointed out that "in our own industry in the past two years

(*Continued on page* 5)

Set Awards for RKO Theatres Fall Drive

Cash prizes totaling $3,000 will be awarded in RKO Theatres' "Boost Your Business" drive to be held during October, November and December, it was announced by Sol A. Schwartz, executive vice-president of RKO Theatres, at the meeting held Friday at the Waldorf Astoria Hotel

(*Continued on page* 5)

Truman with Compo Group

International News Pictures' Wired Photo, Special to MOTION PICTURE DAILY

President Truman poses with COMPO and other industry representatives in the White House Rose Garden following a meeting on Friday at which industry aid in the world crisis and in America's "Campaign of Truth" was requested.

Left to right, 1st Row: Brenda Marshall, Ned E. Depinet, President Truman, Myrna Loy, 2nd Row: William Holden, Abram F. Myers, Cecil B. DeMille, Harry Brandt, Lauritz Garman, 3rd Row: Art Arthur, Arthur Mayer, Abel Green, Leo Brecher, 4th Row: A. Julian Brylawski, Marc Wolf, Sherrill C. Corwin, Gunther R. Lessing, Rear Row: Francis Harmon, Joyce O'Hara, Roy Brewer, Edmund Reek, Carter Barron, Tim Clagett.

Sherman, Agnew to Make 50 for ELC in 5 Years

Harry Sherman Productions will make 10 pictures a year for five years for Eagle Lion Classics release, it was announced at ELC's first national sales convention here on Friday.

Neil F. Agnew, former vice-president in charge of distribution for Paramount, and former president of Selznick Releasing Organization, has invested in Harry Sherman Productions and will supervise sales under the new association. Agnew's Motion Picture Sales Corp. is not involved in the deal and will be continued separately.

Alec Moss, associate of Agnew and well known advertising and exploitation executive, also has invested in Harry Sherman Productions and

(*Continued on page* 5)

Kaufman: EL Hasn't Asked to Arbitrate

Irving Kaufman, Film Classics creditor assignee, said on Friday that the report that Eagle-Lion will seek to arbitrate the $500,000 litigation he has filed has taken him by surprise. He said he had received no word from Eagle-Lion or its co-defendant and parent company, Pathe Industries, that such a move would be made.

Kaufman left unanswered the question whether he would be amenable to arbitration. He took exception, however, to Eagle Lion Classics president William C. MacMillen's reported assertion that the arbitrable question is:

(*Continued on page* 5)

Film Industry Recruited by Pres. Truman

Depinet Pledges COMPO War Aid at White House

By J. A. OTTEN

WASHINGTON, Sept. 10.—President Truman has called on the motion picture industry for a repeat performance of its World War II efforts to aid the government.

The President made the request to 23 representatives of all branches of the film industry who called on him at the White House Friday. The White House session was the high spot of an all-day meeting of the special committee set up by the Council of Motion Picture Organizations to work with the government in the

(*Continued on page* 4)

20th-Fox Discloses Contract for 'Eve' 'Scheduled' Shows

Contractual details of the "scheduled performance" plan being used for the showings of 20th Century-Fox's "All About Eve" were announced over the weekend by Andy W. Smith, Jr., sales vice-president, presenting special conditions being requested by the company for the engagements.

Incorporated in the text of the contract is the following statement:

"1. No patron is to be seated after the picture starts. 2. At the conclusion of each performance the theatre is to be cleared. Performances are to be scheduled accordingly. 3. Tickets for each performance may be sold in advance and seats made available for holders of tickets so purchased. 4. The

(*Continued on page* 4)

'U' Earnings for '50 At $3-Million Pace

Cognizant of the recent sharp upturn in Universal's operations, financial sources no estimate that the company's net profit for the third quarter of its current fiscal year will be close to $1,500,000 and that with future releases in view the net for the year could reach $3,000,000.

(*Continued on page* 5)

Coming Events

Sept. 13—Cinema Stamp Collectors meeting, Hotel Astor, New York.
Sept. 14 — International Citation Award dinner of the Toronto Variety Tent, Toronto.
Sept. 14-16—Eagle Lion Classics regional sales convention, Blackstone Hotel, Chicago.
Sept. 14-17—Pacific Coast Conference of Independent Theatre Owners meeting at Cal-Neva, on Lake Tahoe, Cal.
Sept. 19—"All Presidents' Dinner," amusement division of the United Jewish Appeal, Hotel Astor, New York.
Sept. 25-26—Allied Theatres of Michigan annual convention, Hotel Book-Cadillac, Detroit.
Sept. 26-27—Kansas-Missouri Theatre Association convention, Hotel President, Kansas City.
Sept. 26-28—United Paramount Theatres meeting of home office executives, circuit partners and associates in the Poconos, Pennsylvania.
Sept. 27—Cinema Stamp Collectors meeting, Hotel Astor, New York.
Sept. 30-Oct. 1—Allied States Association board meeting, Pittsburgh.
Oct. 2-4—Allied States Association national convention, Hotel William Penn, Pittsburgh.
Oct. 2—Motion Picture Theatre Owners of New York, Western New York zone, meeting, Hotel Buffalo, Buffalo.
Oct. 2—Allied Motion Picture Theatre Owners of Western Pennsylvania annual convention, Hotel William Penn, Pittsburgh.
Oct. 5—New York Independent Theatre Owners Association luncheon and installation of officers, Hotel Astor, New York.
Oct. 8-11—Theatre Equipment and Supply Manufacturers Association trade show and convention, Stevens Hotel, Chicago.
Oct. 11—Cinema Stamp Collectors meeting, Hotel Astor, New York.
Oct. 15—Florida State Theatre Owners meeting, Jacksonville.
Oct. 16-20—Society of Motion Picture and Television Engineers 68th semi-annual convention, Lake Placid Club, Lake Placid, N. Y.
Oct. 18-19—Kentucky Association of Theatre Owners convention, Brown Hotel, Louisville.
Oct. 25—Cinema Stamp Collectors meeting, Hotel Astor, New York.
Oct. 30-Nov. 1—Allied Independent Theatre Owners of Wisconsin annual convention, Hotel Schroeder, Milwaukee.
Oct. 30-Nov. 2—Theatre Owners of America national convention, Shamrock Hotel, Houston.

Steelman to Meet Press

Robert Steelman, head of Steelman Productions, releasing through United Artists, will arrive in New York this morning from the Coast and will be host to the trade press at luncheon at Al and Dick's Restaurant.

Personal Mention

GEORGE J. SCHAEFER, sales representative for STANLEY KRAMER, will return here from the Coast today.

•

CECIL B. DEMILLE is slated to join the Ringling Bros. Circus in Kansas City today to complete production plans for his film about the circus. He will arrive there from Washington, where he attended the Compo White House conference on Friday.

•

MRS. OREN ROOT, JR., daughter of SPYROS P. SKOURAS, 20th Century-Fox president, gave birth Friday to her third child, DOLORES, at Polyclinic Hospital here.

•

BUDDY ROGERS today receives the Veterans of Foreign Wars Award of Merit "in recognition of his services and accomplishments in the field of veterans' welfare."

•

RUBE JACKTER, Columbia assistant general sales manager, will leave here tomorrow for a tour of the company's Midwest exchanges.

•

STANLEY KRAMER, United Artists producer, is the subject of a feature article in this week's issue of *Collier's* magazine.

•

BOB HOPE will arrive here today from the Coast.

EDWARD SMALL will arrive in New York from the Coast today on a vacation visit.

•

EDWARD S. CANTER, treasurer of the American Theatres Corp., and MRS. CANTER of Boston, announce the engagement of their daughter, RACHEL LEE CANTER, to ARTHUR OBER FRIEDMAN, of Boston.

•

ED MOREY, Mono-Allied Artists vice-president, is convalescing following an operation at Harkness Pavilion. He is expected to return to his desk here next week.

•

RENE MARIE ST. GERMAIN and PAUL VUILLAUME, officials of Kodak-Pathe in France, are scheduled to arrive here today abroad the *S.S. Ile de France.*

•

SOL LESSER, president of Sol Lesser Productions, left here for Hollywood yesterday, accompanied by MRS. LESSER, IRVING LESSER and SEYMOUR POE.

•

JAMES MASON and MRS. MASON, who is author-actress PAMELA KELLINO, arrived there Saturday from Europe on the *Caronia.*

•

SAM WIESENTHAL, RKO Radio producer, is in New York from the Coast.

Top Musical Talent Stars in 20th's Film

Twentieth Century-Fox has announced that five of the musical artists have completed their performances before motion picture cameras for the film, "Music—Now and Forever," which will be the first of a series of feature film concert programs.

The artists who will be seen and heard in the film are Arthur Rubinstein, Jascha Heifetz, Jan Peerce, Nadine Connor and Dimitri Mitropoulos conducting the New York Philharmonic Symphony Orchestra.

Charles M. Bennett, 35

HOLLYWOOD, Sept. 10.—Charles Michael Bennett, an assistant director at Universal-International studios and a former child actor in early "Our Gang" pictures, died at the weekend of a heart attack. He was 35 years of age. Survivors are the widow and a six-year-old daughter.

Pace Funeral Services

MALVERN, Ia., Sept. 10.—Funeral services were held here for F. E. Pace, 44, owner of the Empress Theatre and former Mayor of Malvern. He died after a long illness in a Council Bluffs hospital. His widow will continue to operate the theatre.

IMPO Gets NY Charter

ALBANY, N. Y., Sept. 10.—The International Motion Picture Organization, Inc., formed recently by independent distributors in New York, has been chartered. A. Joseph Handel of New York, attorney, filed the certificate.

Mankiewicz to Get 'Democracy' Award

Joseph L. Mankiewicz, director and co-author of 20th Century-Fox's "No Way Out," will be the recipient of the fourth annual award of the Metropolitan Council of B'nai B'rith. Each year the council presents a bronze plaque to "the one who during the preceding year did the most in the field of literature and art in furthering the American democratic ideal."

Mankiewicz who is president of the Screen Directors Guild, will fly here from Hollywood to accept the award at the Council's annual presentation meeting, Thursday night at the Henry Hudson Hotel.

20th's 'No Way Out' Gets a Chicago Date

With the censorship ban on Darryl F. Zanuck's production, "No Way Out," recently lifted in Chicago, 20th Century-Fox on Friday announced that the picture will open at the RKO Grand Theatre there on either Sept. 20 or 27 for an indefinite run.

The film, which was originally banned by the Chicago police censor, was passed when a special committee appointed by Mayor Kennelly saw the film and reversed the ban.

Nancy Olson Wins Poll

A "Choose Your Star" readers' poll, conducted by *Photoplay*, has selected young Paramount star Nancy Olson, as one of the "top ten." The actress, who appeared in "Union Station" and "Sunset Boulevard," will receive the magazine's annual award.

Newsreel Parade

TAKING the top spots in the current newsreels are the crisis in Korea and Eisenhower's speech crusading for freedom. Other items include the Miss America contest and sports.

MOVIETONE NEWS, No. 73—Crisis in Korea. Freedom crusade. American beauties. Football training. National tennis. Ice Capades.

NEWS OF THE DAY, No. [illegible] Eisenhower crusades for freedom. [illegible] 1950 beauty roundup. Atlantic City ice show. Irish answer grid call. National tennis championship.

PARAMOUNT NEWS, No. 6—Eyes on the ice. Eisenhower's crusade. Korea. 1950 football forecast.

TELENEWS DIGEST, No. 36-B—Korean war report. Red riots in Germany. Joint patrol for U. S. zone in Austria. Malik accuses U. S. Paul Hoffman interviewed. Senator Smith calls for expanded "Voice of America." New York: German Consulate resumes operations. Luxembourg: U. S. lady Minister.

UNIVERSAL NEWS, No. 385—Korea. Eisenhower freedom speech. Hurricane in Florida. Auto race. Ice show.

WARNER PATHE NEWS, No. 112—U. N. rushes troops to Korea. Eisenhower. President Truman apologizes to Marines. Miss America contest. Ice show. Tennis title.

Fox Wisconsin Is Raising Admissions

MILWAUKEE, Sept. 10.—The Fox-Wisconsin Amusement Corp. is increasing the admission prices at three downtown and at least 10 neighborhood theatres. The downtown houses have abolished the special 44-cent price for adults before one P. M. The Strand was the last of the downtown Fox theatres to make the price changeover. Becoming effective last Saturday, the price for adults is 65 cents and 25 cents for children in the afternoon, and 95 cents for adults and 35 cents for children at night.

Harold Fitzgerald, president of Fox-Wisconsin, announced the increase was due to the increase in attendance and higher operational costs. He said it was part of a national trend to cover costs with higher admission fees. The attendance has gone up, Fitzgerald declared, because of the cool summer here and because "movies are better."

Fitzgerald stated that all Fox theatres would not raise their admissions. "Where theatres are meeting costs there is no need for upping," he said.

Epstein Is Re-signed

Mel Epstein, the producer, has signed a new contract with Paramount Pictures Corp. Epstein, who just completed the shooting of "The Goldbergs," has been assigned to the production of "Dear Brat," the follow-up to Paramount's "Dear Ruth" and "Dear Wife."

Extends Jurisdiction

The Association of Documentary and Television Film Cameramen has widened its jurisdiction to include unit managers.

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Fears "All Quiet" Recruiting Effect

Baltimore, Sept. 10.—Sydney R. Traub, Maryland censor head, stepped outside his legal jurisdiction and sought to enforce what has been termed by local exhibitors as "thought control" over "All Quiet on the Western Front."

Traub admits he went out of his way to have showings banned in Maryland. He appealed to the Army to "pursuade" the film's owners not to show the war film. He appealed to the potential patrons, to the head of Selective Service for Maryand and also the Office of Counter intelligence. Traub says he is afraid the film might hurt recruiting for the Korean War.

Stillman Delivering New Film to U. A.

Robert Stillman, head of Robert Stillman Productions, will arrive here from the Coast today to deliver a print of his first independent production, "Sound of Fury," to United Artists.

Indications are that other completed pictures will be turned over to UA by their producers soon. Three or four pictures have been held back pending clarification of UA's plans following the July change in management.

Stillman will be host at a press luncheon here today. He is accompanied East by Irving Rubine, his advertising-publicity vice-president.

Meanwhile, it was reported on Friday that Al Lowe, who has headed the company's foreign department for the past two months, has notified the UA management that he will remain with the company after the expiration of his employment contract on Sept. 24. Lowe had sought a new contract but had been urged to continue without one in view of the company's policy of not entering into new employment contracts now.

According to trade reports Lowe will continue in charge of foreign operations under the supervision of Max Kravetz, UA secretary.

Manson Joins New Firm

Arthur Manson, formerly with United Artists, has been appointed sales and publicity representative for the New York and Atlantic areas of the special features division of Azteca Films, Inc., and Clasa-Mohme, Inc.

Reviews

"The Breaking Point"

(Warner Brothers) *Hollywood, Sept. 10*

JOHN GARFIELD, Patricia Neal, Phyllis Thaxter, Juano Hernandez and Wallace Ford are the principals engaged in this sombrely spicy melodrama produced by Jerry Wald and directed by Michael Curtiz from a screenplay by Ranald MacDougall, based on a story by Ernest Hemingway, which vaguely recalls the same author's "To Have and to Hold." It is a picture in what is becoming known as the trouble category, dealing primarily with poverty and crime, and it gives an audience no lift of any kind, although some may get a kick out of certain lines of hot dialogue spoken by a character who has little to do with the main line of the story. There is no cheer in it, and no clear point emerges from the violence to justify the excesses indulged. Garfield turns in his usual job of suffering, but makes his own trouble this time and therefore evokes no sympathy.

Garfield plays a pleasure-fishing-boat owner down on his luck who finds himself broke in a Mexican port when a fare he has taken there leaves without paying him. He picks up a load of Chinese, to smuggle them into the United States, but dumps them ashore when their agent renegs on payment, killing the agent in self defense. Back home, his ship is taken from him pending governmental investigation, and when he gets it back he hires out to ship a band of gangsters to a rendezvous with a ship at sea, intending to double cross them and turn them over to the law. When the situation gets out of hand, he kills them all, and they wound him in a fashion requiring amputation of one arm, at which point his wife, who has deserted him, returns and forgives. Meanwhile Miss Neal, a playgirl chock full of loose language, has been making amorous passes at him throughout the picture, without effect.

It is not for children.

Running time, 97 minutes. Adult audience classification. September release.

WILLIAM R. WEAVER

"Frisco Tornado"

(Republic)

RUGGED Allan (Rocky) Lane goes to the aid of his fellow-citizens once more and establishes law and order in this routine Western that appears to have nothing whatsoever to do with its title. Associate producer Gordon Kay and director R. G. Springsteen have created a fair amount of action on the screen but the fight scenes are not too convincing. M. Coates Webster wrote the scenario.

Lane rounds up a gang selling protection "insurance" to local cowtown citizens. The racketeers, headed by "friendly" Stephen Chase, are doomed to fall as soon as U. S. Marshal Lane straps on his gun belt and goes to the aid of Eddy Waller, owner of the local stage line. The marshal captures the killers, restores peace to the community and straightens out Ross Ford, Chase's naive but honest lawyer. At the picture's conclusion Lane rides off leaving Ford, the new sheriff, engaged to Waller's niece, Martha Hyer.

Running time, 60 minutes. General audience classification. Release date, Sept. 6.

U - I Buys 140 - Acre Tract Next to Studio

HOLLYWOOD, Sept. 10.—Universal-International has purchased a 140-acre tract of land adjoining the studio in the San Fernando Valley to give the company room for future expansion, it was announced at the weekend by company president Nate J. Blumberg.

Acquisition of the property from the estate of the late Myra S. Hershey makes U-I the "largest single, self-contained film plant in the world and assures the company ample space for anticipated growth," the company stated. At present the studio's home lot covers a total of 256 acres.

'Old West Party' Set For TOA Convention

DALLAS, Sept. 10.—A real Western party, with a barbeque and square dancing, will be one of the social highlights of the Theatre Owners of America's Mid-Century Convention, which will open in Houston on Oct. 31.

Arrangements have already been completed, according to R. J. O'Donnell, general chairman of the convention. The affair, which is to be sponsored by Coca Cola, will have as honor guests a number of stars, producers and key men of the industry. Other social functions during the four-day meet include a seafood dinner and an aquacade.

Taylor Re-appointed Assistant to Crowe

LOUISVILLE, Sept. 10.—Clarence G. Taylor has been reappointed assistant to Guthrie P. Crowe, president of the Kentucky Association of Theatre Owners.

During the past year Taylor acted as lobbyist for the KATO at the General Assembly in Frankfort.

NEWS in Brief . . .

UNIVERSAL-International has developed a 10-minute television show featuring Arthur (Weegee) Fellig, photographer, which will be used in 12 key cities to help promote openings of "The Sleeping City." "Weegee," author of several books on still photography, acted as still photography adviser on the production, and will do a commentary-type of show using samples of photographs taken with his specially-constructed "elastic lens."

Hollywood, Sept. 10.—The Studio Publicity Directors Committee has pledged its services as a special talent group for providing personalities for the entertainment of the Armed Services in camps and hospitals. It also has agreed to aid the Permanent Charities Committee in its forthcoming campaign, and to cooperate in the National Crippled Children's Society 1951 campaign.

SALT LAKE CITY, Sept. 10.—The U. S. District Court here has denied motions to dismiss eight pending percentage actions filed by Universal, United Artists, RKO, Warner, Paramount, Columbia, Loew's and 20th Century-Fox, respectively, against Hal F. Hawk, as administrator of the Estate of Claude C. Hawk, and Claude Hawk Corp.

Weber Will Assist Paramount Sales

The appointment of Robert Weber as assistant to Paramount's Mid-eastern division sales manager has been announced by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Weber, who has worked in Paramount's Buffalo and Detroit offices, will take up his duties in Philadelphia headquarters today, assisting sales manager Howard Minsky.

Anti-Tax Petition

COLUMBUS, O., Sept. 10.—A petition seeking the end of the present three per cent admission tax is being readied for the City Council. Members of the Association of Columbus-Owned Theatres are seeking the repeal.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS

OF SAMUEL GOLDWYN'S

presentation of

"EDGE OF DOOM"

DENVER
Paramount Screening Room
2100 Stout Street
SEPT. 20 at 2:00 P.M.

NEW ORLEANS
Fox Screening Room
200 South Liberty Street
SEPT. 19 at 10:30 A.M.

OMAHA
Fox Screening Room
1502 Davenport Street
SEPT. 26 at 1:00 P.M.

Impose Credit Limit On TV Purchases

Washington, Sept. 10.—Television set buying will get a setback as a result of the Federal Reserve Board's order, issued over the weekend, that buyers of TV sets must pay 15 per cent down and the balance in 18 months.

The board's order was the first government action under the new economic control law, which the President signed Friday. Other steps, looking forward to allocation of scarce materials and other controls, can be expected shortly.

Canada Faces War Controls

OTTAWA, Sept. 10.—Canadian exhibitors escaped the revival of the Federal amusement tax in the defense budget to pay for rearmament but satisfaction turned to worry Friday when a bill was introduced in the Commons to empower the government to re-instate wartime control of materials and industries including stabilization of prices.

The measure, which is sure of adoption, will permit the cabinet to impose restrictions, regulation of prices and diversion of materials on a sweeping basis. The bill contains power for the restricting of the use of electricity in favor of war plants.

Chairman R. H. Saunders of the Ontario Hydro-Electric Commission, has warned non-essential consumers to expect power cutoffs and a ban on electricity for ordinary illumination.

Uphill Minimum Pay Tilt for Exhibitors

ALBANY, N. Y., Sept. 10.—An official of the New York State Labor Department has dampened theatremen's prospects for success in forestalling enactment of the 75-cent-an-hour base pay rate recommended by the State Minimum Wage Board for the Amusement and Entertainment Industries.

With the first hearing by Industrial Commissioner Edward Corsi of the theatremen's attack on the recommendation to be held here tomorrow, Labor Department executive William J. Dwyer pointed out in a weekend radio interview that although Corsi holds the power to order modification of or to reject the board's draft, "such drastic action" never has been necessary in the history of State Minimum Wage Boards.

Dwyer emphasized that recommendations are drafted after hearings at which labor, management and the public are given opportunity to express themselves.

Madden in Television

Edward D. Madden, assistant to the president of National Broadcasting, has been promoted to vice-president, it was announced here by Joseph H. McConnell, NBC president. Madden will become a member of NBC's television department.

Truman With Compo Group

(Continued from page 1)

present crisis.

During the rest of the day, the COMPO committee talked with other top government officials on what they could do to help, and thrashed the subject out among themselves. No announcement of any detailed program was issued, but several important subcommittees were appointed to carry on the day-to-day work envisaged when the special committee was created.

Depinet Gives Pledge

After shaking hands with the President, the film delegates and White House film expert Dallas C. Halverstadt filed out with President Truman into the rose garden off the President's office. There, while newsreel cameras rolled, COMPO president Ned E. Depinet pledged the industry's help to the government.

"The American motion picture grew up in an atmosphere of freedom," he declared. "We accept the responsibilities which go with the privileges of freedom. So we are here today, representing all branches of the motion picture industry, to pledge you the aid of our cameras and screens. We are at your service and the service of our country and the service of the United Nations until peace and freedom are made secure."

Truman, in reply, said he appreciated COMPO's offer "more than I can tell." He said that as chairman of the Senate War Investigating Committee in World War II, he had traveled all over the U. S. and was very familiar with the contribution the industry made then in keeping up the morale of the troops and civilian population.

"I want you to make a repeat of that performance," the President said. He asked COMPO to give him ideas on what the industry could do, and meanwhile, he said, he had one idea of how the industry could help.

"You can make a tremenous contribution to the campaign of truth and facts, to let the people know the truth," he told the delegation. Declaring that some of our neighbors are not good neighbors, and are spreading propaganda and fiction rather than truth, the President declared that, "no organization in the whole world can make a better contribution to the campaign for truth than your industry."

Noise Disrupts Speeches

The main trouble at the White House meeting was that laborers working on repairing the center wing continued to hammer and rivet throughout the speeches by Depinet and the President, and delegates just a few feet away could not hear a word.

A succession of top-level government officials addressed the COMPO meeting at one time or another during the day, and each one lauded the industry's efforts and the speed with which it had organized to aid the government.

Commerce Secretary Charles Sawyer said his agency would run the forthcoming allocation and material control program and hinted that theatre owners might get a break in the naming of Commerce film chief Nathan D. Golden as special contact man for the industry under this program.

Federal Security Administrator Oscar Ewing outlined plans for the Mid-Century Conference on Youth, and his hopes for film industry support.

Assistant Secretary of State Edward H. Barrett, meeting with the committee at a luncheon at MPAA headquarters, stressed the impact of motion pictures abroad. He said the impact was "perhaps more than all other things the U. S. government can do, put together." He admitted that films going abroad were sometimes not perfect, but said they had improved considerably in recent years.

Outlines State Program

He outlined the State Department's plans for expanding its overseas information program, and specifically plans for enlarging the film program. A special subcommittee headed by Cecil B. DeMille later met with the "Voice of America" film chief Herb Edwards to go into more detail on what the industry can do in this program.

Army Chief of Staff General J. Lawton Collins stressed how films boosted the soldiers' morale, and said he was especially happy, in his travels around the country, to see how many brand new pictures were finding their way into Army camps. He reminisced on how films found their way to the front line soldiers during the last war.

23 From All Industry Branches Attend

WASHINGTON, Sept. 10.—Present at Friday's conference with President Truman and John R. Steelman, assistant to the President, and attending the first meeting of the Council of Motion Picture Organizations committee on cooperation with the U. S. government were:

Ned E. Depinet, COMPO president; Myrna Loy, film delegate to UNESCO; William Holden, vice-president of the Screen Actors Guild; actress Brenda Marshall (Mrs. Holden); Art Arthur, Screen Writers Guild representative and executive secretary of the Hollywood Motion Picture Industry Council; Loew's Eastern district manager Carter Barron, and Harry Brandt, president of the Independent Theatre Owners Association.

Also, Leo Brecher, president of the Metropolitan Motion Picture Theatre Association; Roy Brewer, IATSE vice-president and head of the Hollywood AFL Film Council; Sherrill C. Corwin, representing Theatre Owners of America president Sam Pinanski; Cecil B. DeMille; Lauritz Garman, representing Allied States Association president Trueman Rembusch; Abel Green, chairman of the trade press members of COMPO; Motion Picture Association vice-president Francis S. Harmon; Gunther R. Lessing, representing SIMPP president Ellis Arnall, and Arthur L. Mayer, COMPO executive vice-president.

Also, IATSE president Richard Walsh; Allied general counsel Abram F. Myers; Joyce O'Hara, assistant to MPAA president Eric Johnston; Marc Wolff, Variety Clubs; Edmund Reek, 20th-Fox-Movietone News, chairman of the newsreel committee; Tony Muto, Fox-Movietone News Washington representative; and A. Julian Brylawski. president of the Washington Theatre Owners Association.

DeMille, Lessing and Harmon were named to a special sub-committee to work with the government on the State Department's "Voice of America" program. Three other special committees, announced last week by Depinet, were ratified by the meeting.

American Premiere

London Film announces the American premiere of "The Happiest Days of Your Life," written and directed by Frank Launder, at New York's Little Carnegie Theatre immediately following the present showing of "Eye Witness."

'Eve' Contract

(Continued from page 1)

picture, and the manner in which it is to be shown, is to be advertised at least two weeks in advance so as to acquaint patrons with the policy and also with the excellence of the picture and the efforts made to present it under the most favorable circumstances for the public."

Also included in the contract form is the following agreement: "The exhibitor agrees not to exhibit any other feature-length picture on the same program with the picture licensed hereby."

Accompanying the contract form is the following memorandum from Smith: "It is our plan to advertise in advance of the opening of the picture through the medium of our newspaper ads and our trailers, that no one will be seated after the picture opens, that the picture may be seen at stated times and that tickets may be bought in advance.

Suggests 4 Show Daily

"It is our thought that theatres opening early in the morning will have not more than four shows a day and theatres opening at one o'clock in the afternoon will have not more than three shows a day except on Saturday when certain theatres hold midnight shows. It is our thought that tickets should be sold as far in advance as possible and that these tickets should indicate the date on which they become available and the scheduled time of the performance that they cover. This does not mean reserved seats, but it does mean that anybody may buy a ticket in advance and they will find a seat in the theatre when they present the ticket. It is our thought that if possible, no one should even be permitted to enter the theatre within a few minutes preceding the start of the feature picture.

"It is our thought that the entire show, of which "All About Eve" is a part, should consist of a newsreel, cartoon and/or some other short subjects and the entire show should not exceed three hours.

"Theatres should advertise that the house lights will go on for a stated period of time between each show.

"It is our intention to refuse to license "All About Eve" to any theatre that will not agree to our contract stipulations which I have mentioned in the first part of this letter."

Film, TV Engineers To Ballot Shortly

Peter Mole heads the list of nominees to appear on the ballot for vacancies on the board of governors of the Society of Motion Picture and Television Engineers. Mole is a candidate for the presidency.

Other nominees are: Herbert Barnett, executive vice-president; John G. Frayne, editorial vice-president; Robert M. Corbin, secretary; W. C. Kunzmann, convention vice-president.

Herman H. Duerr, William B. Lodge, John B. McCullough and Oscar F. Neu will compete for the two governorships from the East. The three governors from the Central region will be selected from the following: James A. Anderson, Frank E. Carlson, George W. Colburn, I. F. Jacobsen, Lloyd Thompson and Malcalm G. Townsley. The two from the West are to be selected from four names, including George L. Carrington, Thomas T. Moulton, N. L. Simmons, Jr., and R. Edward Warn.

Film Finance

(Continued from page 1)

ents at a meeting where Bagnall was appointed to conduct a preliminary canvass of individual producers.

This survey of individual producers is not yet fully complete, due principally to the necessary absence of both Bagnall and Arnall from Hollywood on other business. Bagnall said at the weekend, "that we are going to get down to cases the first of the week and should have definite news to report after that."

The Ardrey plan contemplates the formation of a financing corporation set up to provide $10,000,000 in investment capital, obtained by the sale of stock on the open market, for the backing of independent production. Bankers Trust would provide an equal sum and would provide organizational expenses and continuing advisory and supervisory services.

The principal preliminary requirement under the plan is the submission by independent producers of their complete business records covering the past 12 years to an outside research organization, whose services will be paid for by Bankers Trust.

Bagnall, authorized by producers attending last spring's meeting to query individuals on their willingness to surrender their records, declined to comment prior to his meeting with Arnall on the response he has encountered so far. At the original meeting, producers in attendance gave a rising vote of cooperation after extended discussion had failed to shake Ardrey's insistence upon the complete availability of all business records to the research team.

J. Lesser to Film Two New 'Adventures'

HOLLYWOOD, Sept. 10.—Two new exploration and adventure pictures in Technicolor, "Grizzly Bear" and "The Hidden Land," are scheduled for production by Julian Lesser.

"Grizzly Bear" will be filmed under Larry Lansburgh's direction in California's High Sierra Mountains. "The Hidden Land," an expedition to Nepal and Tibet, will be under the leadership of Lewis Cotlow, who once headed a film expedition to the Amazon.

Paramount Dividend

The board of directors of Paramount Pictures has voted a quarterly dividend of 50 cents a share on common stock, payable Sept. 29 to stockholders of record Sept. 18, 1950.

RKO Drive Awards

(Continued from page 1)

here. Assistant general manager William W. Howard presided.

Managers, assistants, service staffs, publicity men and home office employees will share in the awards.

The meeting was addressed by S. Barret McCormick of RKO Radio; Henry Linet of Universal-International; William Brumberg of Warner Bros.; and Jonas Rosenfield of 20th Century-Fox, from whose companies the RKO Theatres will receive the bulk of their product for the drive.

Sherman, Agnew to Make 50

(Continued from page 1)

will supervise advertising-publicity and some sales activities under the new arrangement.

The production line-up calls for delivery of four top pictures, budgeted at approximately $1,00,000 each, and six productions budgeted at between $300,000 and $350,000 annually for the five-year period. All smaller budget and some top budget pictures will be made in Technicolor. The first two pictures, one top budget and the other a smaller budget film, are scheduled to be delivered to ELC by Feb. 1. Thereafter, the schedule calls for delivery of one top budget picture every three months and one smaller budget film every two months for the five-year period.

Sherman and Agnew, who announced the deal jointly with William C. MacMillen, ELC president, and William J. Heineman, ELC vice-president in charge of distribution, said the titles of the top budget pictures for next year are "Tall Man from Texas," "The Pride of Palomar," both to be made in Technicolor, and "The Golden Lady" and "Wherever the Grass Grows," in black and white. The first year's schedule of Westerns, all in Technicolor, is: "The Valley of Vanishing Herds," "Tumbling River Range," "Horseshoe Luck," "The Mystery of Red Triangle," "The Big Pay-Off" and "Deception Trail."

Sherman said top Hollywood names will be used in the higher budget pictures' casts. In the second category, to be known as "The Hash-Knife Series," a new male star will be found and built up to play opposite Gabby Hayes, who has been signed to an exclusive contract for the series. The stories in this series will be based on the William C. Tuttle books, of which there are 150, published throughout the world. Tuttle's latest, "Straws in the Wind," may be substituted for one of those presently scheduled.

Agnew said he and Sherman "came first and only" to ELC with their deal, "after due consideration." "Because of the personalities in the company and the way we think they'll work, we are sure it will be a happy and profitable relationship," he said.

Heineman, saying ELC considers that "Pop" Sherman as tops in the Western field for years, expressed the company's pleasure over conclusion of the deal.

'U' Earnings

(Continued from page 1)

Universal's third quarter ended July 31 and the company's report for the period is expected to be released soon. The company's fiscal year ends Oct. 30. Financial quarters point out that a tax adjustment credit allowed the company by the Internal Revenue Bureau late last year could be added either to earnings or surplus in the annual report. If added to earnings, the company's net for the year is expected to approximate $4,000,000. Universal's net for the first six months of this fiscal year was only $284,000, which points up the company's recent sharp improvement.

Future Looks Rosy

The company's future looks equally promising with the studio having the biggest backlog of completed pictures in its history at a time when theatre attendance is increasing. Currently, "Louisa" is doing outstanding business, which is expected to be matched with the release of "The Milkman" and others. Early in the new year the company will release "Harvey," described by those who have seen it as a "sensation" and as good for foreign markets as it will be domestically.

Bid to Congress

(Continued from page 1)

there has been a decided curtailment of work hours brought about by a lessening of business and the curtailment of motion picture production."

The Houston convention will open Sept. 18 and continue all week. In addition to Walsh, "IA" delegates to it will include William P. Raoul, "IA" general secretary-treasurer, and Thomas V. Green and James MacNabb, executives of locals in Newark and Seattle, respectively.

The proposal for a cut in work hours was conceived by and presented to the "IA" convention by New York Laboratory Technicians Local No. 702, headed by John J. Francavilla.

As adopted, the resolution stated that "Local 702 has made repeated efforts in its negotiations with employers to reduce the number of hours in the work day and work week," but "these efforts have been unsuccessful in the past mainly because of the differences of work hours existing in the several trades of the major film companies."

Offers Special Rates For All Servicemen

Atlanta, Sept. 10. — John Carter, owner of the Brookhaven Theatre, a suburban house here, has taken the lead in this area in establishing special admission prices for "G.I.'s." Carter's action followed publication by a local paper of alleged "shabby treatment" given servicemen here. The theatre owner invited other exhibitors here to follow suit.

Kaufman on EL

(Continued from page 1)

"how much in dollars and cents is the FC assignee entitled to as a result of 'tail-end' distribution?" MacMillen on Thursday informed the ELC sales convention here that he believed the litigation could be arbitrated on that point and that he could not see the action "going before a jury."

The suit in New York Supreme Court revolves around the uncompleted merger of E-L and FC into ELC and is based on the contention that FC is entitled to a greater share of distribution receipts.

"The matter does not boil down" to the question MacMillen has posed, Kaufman averred. Originally, he said, E-L and the FC assignee agreed to a settlement but "after agreeing Eagle-Lion sought to pay notes over a period of time," an unacceptable procedure.

To All

THEATRE OWNERS IN AMERICA

YOU

Are cordially invited to attend the ANNUAL TESMA TRADE SHOW (THE SHOWMEN'S SHOW) which will be presented on October 8-9-10-11, 1950 at the STEVENS HOTEL, CHICAGO, ILLINOIS

SEE

Every type and kind of equipment used in the conventional and drive-in theatre, including furnishings, building materials, and concession equipment, displayed in more than 125 booths.

HEAR

Speakers from all branches of the theatrical industry and government discuss the industry's problems of the hour at an open meeting in the Grand Ballroom of the STEVENS HOTEL on Monday, October 9th, at 1:00 P.M.

TALK

To the men personally who manufacture the equipment you use. They will ALL be there.

COME

Don't miss it. It happens only once a year. This Show will be bigger and better than ever before.

Make your hotel reservations NOW.

TESMA THEATRE EQUIPMENT & SUPPLY MANUFACTURERS ASSOCIATION, Inc.

THE FULLER BRUSH GIRL'S

got something

THE FULLER BRUSH MAN

didn't have!

The FULLER BRUSH GIRL

A BRAND NEW LINE OF LAUGHS!

starring LUCILLE **BALL**

and EDDIE **ALBERT**

with Carl Benton Reid · Gale Robbins · Jeff Donnell · Jerome Cowan

Written by FRANK TASHLIN · Directed by LLOYD BACON

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FIRST

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 50 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 12, 1950 TEN CENTS

Minimum Wage Assailed At Corsi Hearing

'Unrealistic,' Exhibitors Charge at Albany Probe

ALBANY, N. Y., Sept. 11.—Exhibition today characterized as "unrealistic" and "unjust" the scaled 5 cents-per-hour base pay rate which the New York State Minimum Wage Board of the Amusement and Recreation Industry has recommended for adoption by State Industrial Commissioner Edward Corsi. The rate would apply to ushers, doormen, cleaners and other theatre employes, with variations for population of cities and classifications.

Scene of exhibition's attack on the recommendation was a hearing here

(*Continued on page* 5)

SIMPP Advances $20-Million Deal With Survey Okay

HOLLYWOOD, Sept. 11.—The plan for obtaining $10,000,000 second-money financing for independent producers, to be matched by a like amount of first-money to be furnished by Bankers Trust, moved a step forward today when the Society of Independent Motion Picture Producers executive committee okayed a letter to the organization's membership conveying questionnaires eliciting business information covering the past 12 years.

Alex Ardrey, BT vice-president who presented the proposal orginally last spring, had stipulated that the availability of such information as essential to approaching investment bankers with the project.

$10-Million to N. Y. From Filming Here

During 1949 commercial interests in New York City benefitted by $10,000,000 from the production activities here of Hollywood film-makers, it was disclosed yesterday by Frank Lee Donaghue, New York City Director of Commerce, whose department coordinates the work of the city's Motion Picture and Television Division.

Donaghue's disclosure was made at ceremonies at the "21 Club" here at which Acting

(*Continued on page* 5)

All Branches of the Industry Exempt From Presidential Control Directive

Washington, Sept. 11.—All branches of the film industry are specifically exempted from the Administration's order that businessmen preserve all price and cost records for the period from May 24 to June 24, 1950.

Film rentals and admissions were among a long list of items exempted in the Economic Control Law from any possibility of wage and price controls, and it was natural that they also be exempted from the record-keeping order. Radio, television and advertising companies are also exempt from both the law and the Presidential order.

RCA Training Operators For Theatre TV Expansion

CAMDEN, N. J., Sept. 11.—With installation of RCA theatre television equipment scheduled in 10 cities this fall, the IATSE and the RCA Service Co. today inaugurated a special theatre television training program to prepare projectionists for work in this new field.

Among the circuits involved are Century, Fabian and Paramount. Century will install in its Marine Theatre in Brooklyn and the Queens in Queens Village, L. I., N. Y.; Fabian in the Palace, Albany; and Paramount in the Tivoli, in Chicago.

Thirty selected projectionists from Manhattan, Brooklyn, Albany, Chicago, Los Angeles, and other cities reported at the RCA plant here this morning to begin the training course under the direction of the theatre service department of RCA.

The trainees were greeted by Richard F. Walsh, International president of the "IA," and E. C. Cahill, president of RCA Service Co., and Barton

(*Continued on page* 4)

U.A. Future Sound, Financing Eased, Stillman Reports

Complete confidence in the stability of United Artists operations was expressed by Robert Stillman, head of Robert Stillman Productions, at a luncheon here yesterday attended by trade press representatives.

Stillman arrived from the Coast to deliver a print of "The Sound of Fury" to UA, his first under a six-picture deal with the company. Delivery is being made a week early, he said.

The producer reported that confidence in UA and the approach to the company's problems being made by its new management is shared by officers of the Bank of America on the Coast.

(*Continued on page* 5)

McCarthy Will Head COMPO Press Group

Charles E. McCarthy has been named information officer of the Council of Motion Picture Organizations, in charge of the distribution of press material in trade and newspapers, by Arthur L. Mayer, COMPO's executive vice-president.

McCarthy, who formerly was director of publicity and advertising for Paramount and then 20th Century-Fox Film, has been engaged in public relations work for the last several years outside the picture industry. He will assume his new duties at once.

Delay Approval Of MPIC 'War' Program

HOLLYWOOD, Sept. 11.—Official adoption of the Motion Picture Industry Council's program for industry cooperation with the government during a war emergency was delayed at the Washington meeting of the Council of Motion Picture Organizations Friday pending the completion of plans being worked out by exhibition.

The program, concerned primarily with production, was roundly praised by COMPO executives, but immediate presentation to the government was

(*Continued on page* 5)

לשנה טובה תכתבו

1950 5711

N. D. Golden Is U.S. Liaison On Shortages

Film Unit Is Made Part Of New Emergency Unit

WASHINGTON, Sept. 11. — The motion picture branch of the U. S. Department of Commerce, headed by film chief Nathan D. Golden, has been made part of the new National Production Authority set up by Commerce Secretary Sawyer over the weekend to administer priority, allocation and inventory controls under the Defense Production Act.

This means that Golden will be contact man for the film industry when material shortages and other problems begin to pinch and that the industry

(*Continued on page* 5)

New US Production Act Coordinator to Address TOA Meet

W. Stuart Symington, National Security Resources Board chairman and appointed by President Truman to coordinate the administration of powers granted by the Defense Production Act signed by the President last week, will be the principal guest speaker at the Theatre Owners of America Mid-Century convention to be held in Houston, Oct. 30-Nov. 2, it was announced by Gael Sullivan, TOA executive director, yesterday.

He will speak at the President's Dinner, scheduled for Thursday night, Nov. 2, at the Hotel Shamrock.

(*Continued on page* 5)

3 Films Spearhead Andy Smith Drive

Backed by elaborate national magazine, newspaper and trade paper advertising campaigns, three 20th Century-Fox pictures will spearhead the "Andy Smith Week" effort now scheduled from Oct. 15-21 during the branch manager's testimonial. Concentration will be on "Mister 880" and "Two Flags West," which are as yet unreleased, and "No Way Out," now in its pre-release premiere at the Rivoli Theatre in New York.

Herman Wobber, chairman of the

(*Continued on page* 5)

Studio AFL Labor Backs SDG 'Oath'

Hollywood, Sept. 11.—The Hollywood AFL Film Council today endorsed the Screen Directors Guild stand requiring new members sign non-Communist affidavits. A letter to the SDG said in part, "Member organizations of the HAFLFC, which have been in the forefront of the successful war against Communists in Hollywood, welcome the recent decision of the SDG to join in this fight."

Sees Interest High In Allied Meet's Film Buyer Clinic

FRANKLIN, Ind., Sept. 11.—Exhibitors have shown great interest in the forthcoming national film clinic to be held as part of the national Allied convention Oct. 2-4 in Pittsburgh, according to Trueman Rembusch, Allied president.

"The convention committee has developed this national film clinic as a school of instruction for film buyers," Rembusch said. "Last year, at the Allied "Victory" convention, we celebrated the conclusion of a long 11-year fight to bring about the many reforms of the Supreme Court decision. Now we are going to see that the independent exhibitors realize the benefits of the decision. The only way any exhibitor can gain all the benefits of the decision is to be thoroughly informed of his rights, those rights will be the subject matter of the national film clinic," Rembusch said.

Universal Citation For Its W.A. Scully

As a tribute to W. A. Scully, Universal-International sales vice-president, the company has established a "Bill Scully Trophy" which will be awarded each year to the branch office turning in the best sales performance during a four-week period to be designated as "Bill Scully Month."

The trophy will be awarded during October as part of the company's current Scully sales drive. Properly inscribed, it will remain in possession of the winning branch for a year and then be passed on to the outstanding branch the following year.

Solomon Named 'V-P Of Blaine-Thompson

The appointment of Philip Solomon as vice-president of Blaine-Thompson Advertising Agency has been announced by Myer Lesser, president. The appointment coincides with the agency's 50th year as an advertising agency.

Solomon is currently account executive for Warner Brothers.

Personal Mention

BEN THAU, M-G-M studio executive, has arrived here from the Coast.

•

GORDON CRADDOCK, JR., AND MRS. CRADDOCK are the parents of a second child, GORDON CRADDOCK III. CRADDOCK is assistant to AL CROWN, foreign sales manager of Samuel Goldwyn Productions, and MRS. CRADDOCK is the daughter of WILLIAM HEINEMAN, Eagle Lion Classics vice-president in charge of distribution.

•

HUGH OWEN, Paramount Eastern and Southern division manager, is in Atlanta to conduct sales meetings there.

•

GLORIA SWANSON is scheduled to arrive here on Thursday from a key city tour.

•

JOHN B. BYRNE, M-G-M Eastern sales manager, will leave here today for Philadelphia on a tour of branches.

RUSSELL DOWNING, Radio City Music Hall Corp. executive vice-president has left for a four-week vacation.

•

NORRIS HARAWAY, former city manager of United Paramount Theatres in Greensboro, N. C., has been transferred to Birmingham, Ala., to manage the Alabama, Glenn High.

•

EDWARD N. CLAUGHTON, owner of Claughton's Theatres in Florida, has returned to Miami after a trip to California.

•

JEAN SIMMONS, J. Arthur Rank star, is due here from London by plane next Monday.

•

JONIE TAPS, Columbia producer, is here from the Coast for a week's stay.

•

MARVIN H. SCHENCK, Loew's vice-president, is due here on Sept. 25 from the Coast.

Harvey Gibson, Was Para. Board Member

Harvey D. Gibson, president of Manufacturers Trust Co. and a member of the board of Paramount Pictures for the past 15 years, died of a heart ailment early yesterday in New England Baptist Hospital, Boston, where he had been a patient for two weeks. He was 68.

Gibson was active in the reorganization of Paramount in the early 1930's and was elected to the board of the reorganized company in 1935. He was reelected annually thereafter and was on the board of the new picture company formed last January following divorcement of Paramount theatres. Funeral services will be held privately tomorrow afternoon in the Congregational Church, North Conway, N. H.

Zimbalist to Assist Producer of 'Sword'

HOLLYWOOD, Sept. 11.—The appointment of Al Zimbalist as executive assistant to Edward L. Alperson, producer of "The Sword of Monte Cristo," now in production at the Motion Picture Center Studios, was announced here today.

Mary Field Leaves Youth Films Post

LONDON, Sept. 11.—Mary Field has resigned her directorship of G. B. Instructional Ltd., following the shutdown of J. Arthur Rank's children's entertainment films department. She will join the British Board of Film Censors soon.

Dmytryk Avows Loyalty

Edward Dmytryk, motion picture producer who was one of the 10 Hollywood figures convicted of contempt of Congress, has issued a statement from prison pledging loyalty to the United States. In his statement, Dmytryk denied being a Communist sympathizer. The affidavit was made public by Dmytryk's attorney.

Columbia Overseas Sales Meet Is Set

LONDON, Sept. 11.—Columbia Pictures' largest overseas sales convention will be held here at the weekend with Joseph McConville, Columbia International president, conducting the business sessions. More than 100 from the company's sales post in Europe, Asia and elsewhere will attend.

McConville arrived here last weekend to prepare for the meeting. He was accompanied by Bernard E. Zeeman, Lawrence H. Lifskin and Jack Segal.

Add Features to '50 Freedom Awards

Saying "American motion pictures constitute one of the most powerful and effective instruments for telling the American story of freedom," Freedom Foundations yesterday announced that Hollywood product would be eligible for its 1950 awards.

'Jimmy Fund' Benefit

BOSTON, Sept. 11.—The new Neponset Drive-In Theatre will be opened here Thursday night by Michael Redstone with a benefit performance for the "Jimmy Fund," the special charitable activity of local showmen and civic leaders.

Flora P. De Haven, 67

HOLLYWOOD, Sept. 11.—Mrs. Flora P. De Haven, who was a song and dance favorite years ago, died over the weekend at the age of 67. Her daughter is Gloria De Haven, the actress. Surviving also are a son, Carter De Haven, motion picture director, and another daughter, Marjorie.

Skouras to Speak

BOSTON, Sept. 11.—Spyros P. Skouras, 20th Century-Fox president, will be the guest speaker at the theatre division dinner of the Boston Combined Jewish Appeal, to be held at the Copley Plaza Hotel, Wednesday, Sept. 27.

$3 Raise, Back Pay For 350 at New York U-I and UW Offices

Universal-International's and United World's 350 home office "white collar" workers will receive under a new contract between IATSE and both companies a $3-per-week across-the-board wage raise, retroactive to last Feb. 1, it was disclosed yesterday as final details of the pact were being ironed out by negotiators. UW is a U-I subsidiary.

The contract will represent a compromise, the company having heretofore held out against retroactive pay and "IA" Motion Picture Home Office Employes Local No. H-63 having demanded a raise retroactive to Sept., 1949, when the last pact expired. The new pact will be for a two-year period beginning Sept., 1949 and terminating in Aug., 1951. The negotiations leading up to it were marked by stalemates, and several weeks ago the local was granted permission to strike by "IA" international president Richard F. Walsh. However, the talks took a progressive turn following the return from Europe recently of U-I president Nate J. Blumberg.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
'SUNSET BOULEVARD'
William Holden • Gloria Swanson
Erich Von Stroheim
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

Paramount Presents BOB HOPE and LUCILLE BALL in Fancy Pants
Color by TECHNICOLOR
with BRUCE CABOT · JACK KIRKWOOD
in person CARMEN CAVALLARO and His Orchestra JEAN CARROLL FOUR EVANS ALAN DALE
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

no way out
RIVOLI
20th

Walt Disney's PRESENTATION OF Robert Louis Stevenson's Treasure Island
Distributed by RKO RADIO PICTURES INC.
Color by TECHNICOLOR
EXTRA! Walt Disney's BEAVER VALLEY Print by TECHNICOLOR
NOW BRANDT'S Cool MAYFAIR 7th AVE. & 47th ST.

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She keeps the romance running smoothly...

THE spell of this picture's song and story might suddenly be broken . . . but for film row's "first lady," the exchange inspectress.

With unrelenting vigilance, she has inspected every inch of film before each booking...checked it for worn perforations, torn splices, and other signs of wear and tear that might hinder smooth projection and mar the enchantment of the show. By this painstaking care of film and unceasing effort to keep each reel running smoothly, the inspectress has earned a place of importance behind the scenes of motion picture distribution.

And her work is all the more easily done for the quality and reliability she finds in the release prints made on Eastman film.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

HST Initials Sound Film Import Bills

Washington, Sept. 11.—President Truman has signed into law two bills designed to make it easier for film companies to use magnetic sound film or tape in overseas shooting. The bill would make tape used for newsreels duty-free and tape used for features or shorts taxable at only one cent per linear foot. At present, a complicated ad valorem tax must be figured when the tape is brought back into the U. S.

ELC Sets $62,000 Prizes for Drive

Cash prizes totaling $62,000 will be awarded to Eagle Lion Classics' branch managers, salesmen and bookers at the conclusion of the 24-week "Bill Heineman Sales Drive," Sept. 16-March 2.

Announcement of the contest climaxed the three-day regional sales meetings held at the Warwick Hotel and attended by independent producers as well as ELC Home Office executives, division managers and exchange personnel.

Twenty individual contests totaling 123 separate cash prizes comprise the drive. These contests include capital cash prizes awards and 19 independent producers' contests each of which is sponsored by a producer who releases through ELC.

The ELC capital prize is an overall award based upon the cumulative billings and net collections of all ELC product including those pictures in the independent producers contests.

An additional cash bonus is being offered to all ELC exchanges by Selznick Releasing Organization based upon five per cent of billings and net collections for a 13-week period.

Cash awards, ranging from one to four weeks salary, are being offered under the ELC capital cash prize awards to each booker, salesman and branch manager of the winning exchanges in each of the three groups.

The New York meeting which ended Saturday, moves to the Hotel Blackstone in Chicago for a three-day regional sales meeting, September 14-16.

G. & P. Now Asks for $1,160,400 Damages

CLEVELAND, Sept. 11.—The Federal District Court has granted a motion made by the G. and P. Amusement Co. to make Loew's, Inc., a defendant in its anti-trust suit filed in April, 1949, which named as defendants the Regent Theatre Co., Paul Gusdanovic, Columbia, 20th Century-Fox, Warner Brothers, Universal-International and Co-operative Theatres of Ohio.

The original action claimed that the Moreland Theatre, operated by G. and P., could not get suitable product due to the alleged monopolistic practices of the defendants and asked for treble damages in the amount of $325,000. The court at the same time granted the plaintiff's motion of an amended supplemental complaint to bring the total treble damages to $1,160,400.

Reviews

"Farewell to Yesterday"

(20th Century-Fox)

UNDER a somewhat romanticized title, "Farewell to Yesterday" undertakes a hardhitting pictorial summation of highlights in world history from Versailles to the unconditional surrender of Germany and Japan in World War II, climaxing its final 10 minutes with the outbreak of hostilities in Korea. There is no re-enactment; the footage is official whether out of Allied or enemy archives or newsreel libraries.

It is an emphatic compliment to the producing auspices of Edmund Reek, editor of Fox Movietonews, that this parade of modern history holds the interest throughout its 90 minutes. The editing job, in the specific hands of Louis Tetunic, must have been a gargantuan task. The footage accumulated through two global wars runs into millions of feet. To pinpoint this so that the essentials of the world scene fall into historical alignment obviously could not have been an easy task. But "Farewell to Yesterday" manages to be cohesive and constantly interesting despite the familiarity of events and material.

The continuity, prepared by Joseph Kenas, begins with the Treaty of Versailles and, in steady historical progression, reports war's aftermath in Europe. It shows how President Wilson's program for an America inter-related with the world around it retrogresses into isolationism only to be foresworn when Fascism and Nazism give rise to World War II and America's inevitable engulfment in the holocaust. The theme dwells at length on the dictatorships, their defeat and mankind's ensuing hope that a period of peace and international understanding might follow the wreckage.

But the film finds no solution for the world's trouble with the surging tide of Soviet power culminating in the Korean aggression. The argument boils down to a clearly defined editorial plea for preparedness, pictorially supported by footage of an atomic bomb explosion, in these words:

"We, the people of the United States and the United Nations—every man and woman of us, never relaxing for a moment—must make the personal sacrifices that will enable us to grow so strong that the free way of life will forever be secure from attack—that we may live on this earth as Almighty God meant us to live."

As inevitably must be the circumstance in a film of this type, the predominant flavor is war—wholesale carnage of man and his handiwork—on a vast and minute scale. Cities are bombed out and ravaged by incendiaries. Foot soldiers are seen dropping close to the camera's eye. There is a stark, bitter and even a despairing realism about this film which is apt to leave the spectator despondent. But no one can gainsay its basic accuracy.

Thus, "Farewell to Yesterday" is not one for the squeamish. Nor will it add to the gaiety of the nation. It is a sober and sobering presentation of the immediate past and the perilous present. In that light, it fulfills the purpose on which it set out.

Sidney Blackmer, John Larkin, Kermit Murdock and William Post, Jr., share the commentary.

Running time, 90 minutes. General audience classification. For September release.

RED KANN

"The Happiest Days of Your Life"

(London Film)

A BOYS' "prep" school is accidentally joined by a school for young ladies and the consequence is a tumultuous one in this Launder-Gillist production. The production carefully milks the comic sequences and is generally effective as a farce.

Alastair Sim and Margaret Rutherford handle their roles as the heads of the two schools most capably. They demonstrate their ability to portray the frantic principals in their every gesture and frustrated facial expression. The other members of the cast—including the droves of youngsters—are believable and entertaining

The film takes excessive time to start moving, but the results of the overcrowding and diametrically opposed curriculums had a trade press audience laughing loud and often. American patrons should not be handicapped by the British treatment. The situations should delight practically anyone who has ever chuckled at the ludicrous pranks of a schoolboy.

Frank Launder, author-director, shows to advantage in his development of the untimely arrival of the girls' parents and the board of governors of the boys' school. Although a trifle overworked, the schoolmasters' plan to organize things so that the parents shall see only girls and the governors only boys, is amusing. The film never pretends to be anything more than a farce and proves to be a fairly successful one. It should please many.

Running time, 81 minutes. General audience classification. September release.

RCA Training

(Continued from page 1)

Kreuzer, manager of the RCA theatre, visual and sound equipment department. Walsh hailed the new program as "another example of the IATSE policy of keeping its members abreast of all new technical developments in their field." Cahill pointed out that the training course "is in keeping with RCA's practice of rendering all possible technical assistance to exhibitors, projectionists and the trade in general."

British Newsreels Boost Prices 25%

LONDON, Sept. 11.—British newsreels have increased rental prices 25 per cent following revocation of the government control order restoring a free market. E. T. Carr, chairman of the Newsreel Association, says the reels will be forced out of business unless the new prices are met.

Exhibitor action will be considered at a meeting on Wednesday of the Cinematograph Exhibitors Association general council.

B'wayGrosses Still Good

A cloudy Saturday and rainy Sunday and Monday brought sunshine to box-office receipts at Broadway first-runs.

The Music Hall, with "Sunset Boulevard" and a stage show currently in a fifth week, expect[illegible] take in $134,000 after last wee[illegible] record-breaking $161,000. This is remarkable strength for a fifth week. "The Black Rose" with the New York Philharmonic Symphony Orchestra on stage is doing excellent business in its second and final week at the Roxy with $90,000 anticipated after $124,000 for the first week. It will be followed on Friday by "My Blue Heaven" with an ice show and Mindy Carson in person.

Capitol Sales Good

Business is also rosy at the Capitol where "Summer Stock" in its second week with a stage show featuring Rosita Serrano, Noro Morales' orchestra and Hal Le Roy, is headed for a fancy $81,000. "Tea for Two" will probably do a substantial $50,000 in a second week at the Strand with Gordon MacRae, Paul Winchell and Florian Zabach on stage.

The Paramount is satisfied with the prospect of $63,000 for the second week of "Fancy Pants." Carmen Cavallaro's orchestra heads the stage show. "No Way Out" is still bringing them in in its fourth week at the Rivoli with $22,000 apparent. "Treasure Island" at the Mayfair is likely to register a happy $23,000 in its fourth week. "Three Little Words" is doing consistently good business at Loew's State where it is chalking up $18,000 in a fifth week.

'Red Shoes' Run

"The Red Shoes" continues its marathon at the Bijou where a steady income of $6,500 in its 99th week is indicated. A seventh week of "Our Very Own" at the Victoria will probably do $17,000 after last week's $19,000 and "Edge of Doom" seems headed for $14,000 in its sixth week at the Astor where it reached $16,000 last week, both satisfactory. "Shakedown" brought in an adequate $7,000 in a final three days at the Criterion. "Gilda" and "Platinum Blonde," both reissues, go into the Criterion today. "Madeleine" is doing well at the Park where $7,000 is in prospect for its second week.

'U' to Relinquish Park Avenue Lease

Universal, which has occupied the Park Avenue Theatre in New York under lease from the Walter Reade interests since Dec., 1946, will relinquish it on Dec. 3.

The 583-seat theatre, originally built by Reade in 1946 as a subscription film theatre, was taken over by Universal shortly after it opened, as a showcase for its J. Arthur Rank productions.

New DuPont Laboratory

PARLIN, N. J., Sept. 11.—The new research laboratory of the DuPont Company's photo products department here will be opened formally with an inspection tour and luncheon for invited guests on Sept. 29. D. R. White, research director, will be in charge of the tour of the new laboratory facilities.

Maryland Banned 7 And Cut 74 Others

Baltimore, Sept. 11.—Seven pictures were banned by the state censors during the year ending June 30, according to the board's report to Governor Lane. During that period the board returned a record $33,762 to the State Trea— after deducting expens—

The seven pictures are: "Sins of the Fathers," "Wild Weed," "DeDee," "Room Upstairs," "Burning Question," "Girl's Club" and "Gigi." In addition, 74 films were altered before being passed by the board.

U. A. Future Sound

(*Continued from page* 1)

It required less time, Stillman said, to complete arangements recently for financing his second independent production, "Queen for a Day," which will go before the cameras next week, than it did for his first, "Sound of Fury."

Quotes Bank Officials

"Bankers feel that things are going to be better at UA," he reported. "They concede that nothing can be known of the company's current condition until the final audit is completed but they have the feeling that things are going to be better. After recent talks with Frank L. McNamee, UA president, Bank of America officials say they believe the long-range plans for the company are sound."

"I am continuing to get substantial checks regularly from UA as my share of earnings from 'Champion' and 'Home of the Brave'," Stillman said. "I need no better assurance that a good selling job is being done by the present UA organization. With Gradwell Sears again in charge of sales I have every confidence that an even better job will be done in the future."

Stillman said that earnings of UA product abroad also is improving now that J. Arthur Rank's theatres in Britain are again offering playing time.

Rubine Agrees

Irving Rubine, advertising-publicity vice-president of Stillman Productions, who accompanied Stillman East, seconded the producer's statements about UA's future. Better public relations at the outset, he believes, would have spared the new management much of the criticism directed at it subsequently.

Stillman reported that general financing conditions for independent producers are more favorable now, due largely to increasingly stabilized conditions. "Sound budgets of $500,000 to $600,000 which the pictures are likely to repay within a reasonable time are particularly acceptable to banks. Deals for a series of pictures, which make cross-collateralization possible, are advantageous in obtaining in financing, too.

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Minimum Wage Assailed

(*Continued from page* 1)

before Corsi whose role in the minimum wage situation has taken on enlarged significance for New York City exhibitors in view of his having been nominated over the weekend as the Republican Party's candidate for Mayor of New York.

Today's hearing was specifically for up-state showmen, and will be followed by a hearing in New York City on Sept. 15, at which exhibitors of that locale will be given the opportunity to express their opinion of the board's recommendation. Exhibitors there have taken the same view of the recommendation as that expressed today by the up-state showmen.

Smakwitz Voices Criticism

It was Charles A. Smakwitz, Warner zone manager, who described the recommendation as "unrealistic" and "unjust" at today's hearing. He said the characterization was true because most industry employes who would be affected are part-time or dependent upon other sources for further livelihood. Citing statistics, Smakwitz said film industry earnings have been down while those of other industries have risen. "The scale recommended by the board is unjust to an already badly hit industry and will tend to close up many theatres," he declared.

Smakwitz pointed out that the amusement industry was excluded from a minimum wage bill, lost at the recent session of the Massachusetts Legislature.

Industry speakers suggested nonspecific substitute figures. The plea, however, was made that ushers be excluded from the purview of the order. Failing this, ushers should be excluded from the provisions of an order for six months, and the requirement for a minimum of four hours employment on any one day be eliminated, it was argued.

Attorney Leonard L. Rosenthal, representative of upstate theatres, asked that "pending formulation of the national policy of our government during this war emergency, minimum wages should be inapplicable to the motion picture industry.

Rosenthal raised the possibility that the Federal government will freeze wages and prices. He suggested Corsi take no action on board recommendations until Federal policy is clarified.

Sylvan Leff, who operates three subsequent runs in Utica, told Corsi that the board, by grouping his type of operation with first-runs in large cities, including New York, had recommended scales likely to force closure. He emphasized the projectionists' union "takes cognizance" of situations like his—where admission is 25 cents. The amount he pays operators is less than in downtown Utica theatres, he said.

Labor Man Replies

Michael Mungovan, labor representative on the board from Rochester, indicated he believed Leff and others sought to have film employes treated too much as a separate group.

Harry Lamont, who operates a theatre in Greenville, urged "towns under 3,000 population" be excluded from the board order. Gus Lampe, general manager of the Schine Circuit, and Howard Antevil, Schine home office attorney, particularly objected to provisions for ushers.

Industry representatives expressed the opinion, after the hearing, that presentation of their case made an impression on Corsi. They hoped some modifications would be granted.

Golden Is Liaison

(*Continued from page* 1)

will have a man who is familiar with its problems fighting for it in the top-level agency that will supervise steel, copper and other scarce materials. The NPA will also have authority to set up building controls—if they become necessary.

"There's no reason for anyone to become alarmed or panicky," Golden said. "There won't be any allocations of building permits for quite a while, and there's no reason for anyone to start running to the government yet. If any exhibitor has trouble finding materials for a theatre he is building, he should go out and keep looking. We're told that there's still plenty to take care of the military and of most civilian users without much of a pinch."

William Henry Harrison, president of the International Telephone and Telegraph Corp., will be top administrator of the new authority which will be responsible for determining requirements of materials for defense and civilian users and the means of meeting these requirements.

MPIC Program

(*Continued from page* 1)

counselled against on the ground that all branches of the industry should be represented in any formula presented by COMPO.

Address TOA Meet

(*Continued from page* 1)

Symington's new appointment as coordinator of Presidential powers is described as the most powerful in the nation's defense program, and his message will be of vital interest, not only to motion picture exhibitors, but to the entire nation, Sullivan said, adding it is likely that a nationwide radio broadcast will be arranged for the address.

"TOA is very fortunate," Sullivan said, "in having a person of Mr. Symington's stature come to Houston to address our membership. It is not only a fine tribute to TOA, but recognition by the government of the importance of the motion picture industry to the defense program. TOA, through COMPO, has pledged its full cooperation with the Federal government in support of the Administration's program.

3 Films Spearhead

(*Continued from page* 1)

division managers' committee leading the campaign, announced that already 357 theatres in 34 key cities in the U. S. and Canada will play "Mister 880" during Oct. 11-21. He also announced that "Two Flags West," which will have its world premiere in Atlanta on Oct. 11, will play 408 day-and-date engagements in the company's six Southern territories served by Atlanta, Charlotte, Dallas, Memphis, New Orleans and Oklahoma City, as well as in the Denver area.

NY Benefits

(*Continued from page* 1)

Mayor Vincent R. Impelliterri bestowed upon Universal-International and the motion picture industry a special Certificate of Civic Merit for the production in New York of U-I's "The Sleeping City," the first feature-length picture to be filmed here in its entirety by any major studio in recent years.

Leonard Goldstein, producer of the film, accepted the award for U-I, and Francis S. Harmon, vice-president of the Motion Picture Association of America, accepted it on behalf of the industry before a luncheon audience of New York City administrative and law enforcement officials and U-I executives. U-I's Maurice Bergman presided at the occasion.

Used Local Labor

Donaghue pointed out that 90 per cent of the labor employed in the making of "The Sleeping City," which will have its world premiere at the New York Paramount on Sept. 20, was from this city. Revenue-wise, he said, "this means a great deal to us here." Impelliterri, in making the presentation, cited the financial and documentary values embodied in the production of films here. In a brief acceptance speech, Harmon drew a parallel between the occasion and the cooperative efforts which the Council of Motion Picture Organizations has pledged to the nation.

Universal reciprocated with two awards of its own to the city's law enforcement agencies. Bergman said the company will make a special financial contribution to the Patrolmen's Benevolent Association. At the luncheon, the company presented to William T. Whalen, chief of city detectives, a gold-plated service revolver.

Seated at the dais, in addition to Impelliterri, Bergman, Donaghue, Goldstein and Harmon, were U-I executives Adolph Schimel, Al Daff and Leon Goldberg, and Police Commissioner William O'Brien and Hospital Commissioner Marcus Koegel.

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$7,500,000 Nat'l Theatres Loan Is Set

10-Year Agreement With Metropolitan; 2 Others

National Theatres, 20th Century-Fox subsidiary, has consummated with three institutions a new $7,500,000 loan agreement, it was learned here yesterday.

The loans have been made by Metropolitan Life Insurance Co., for $4,500,000; Bank of America, for $1,500,000, and Chase National Bank, for $1,500,000.

The note taken for the loan by Metropolitan, which by its acceptance of the agreement now holds $12,000,000 principal amount of NT debentures, will mature on Aug. 1, 1960. It bears interest at the rate of three-and-one-half per cent per annum.

Each of the two banks took a note bearing two-and-one-half per cent per annum interest, with date of maturity

(*Continued on page* 5)

Blumberg's 'U' Pact Sets $1,000 Weekly For Second 5 Years

Universal president Nate J. Blumberg's new five-year employment contract, which will be effective next Jan. 1, calls for a salary of $1,500 per week, plus reasonable expenses, plus an arrangement whereby he would receive $1,000 per week for five years beginning Jan. 1, 1956, "in recognition of past services and in consideration of voluntary reductions by him in salary" in recent years.

Although the company disclosed several weeks ago the signing of the new contract, the details of the ar-

(*Continued on page* 5)

Roadshows, Raised Scales for 'Cyrano'

Stanley Kramer Productions' "Cyrano de Bergerac" will be roadshown on a two-a-day advanced admission basis, with simultaneous openings expected to be held in New York and Los Angeles in mid-November, it was reported here yesterday by George J. Schaefer, Kramer Productions' sales head.

Adoption of this sales policy for the

(*Continued on page* 4)

RKO Theatres Will Get Large-Screen Television; Fordham House the First

The first theatre television system in any RKO theatre will be installed at the RKO Fordham in the Bronx, it was disclosed here yesterday by Sol A. Schwartz, executive vice-president of RKO Theatres, and W. W. Watts, vice-president of RCA.

Schwartz, said that in his opinion, "the day is not far off when theatres and television will join forces for their mutual benefit."

With the installation of this direct projection theatre system, late this month or early in October, RKO is taking the first step toward installing similar units in other key RKO theatres throughout the country.

The projector will be mounted in the front of the balcony, providing a projection throw of 67 feet and an image as large as the usual theatre screen.

Asks Reversal of Ban On Series Telecasts

Reversal of organized baseball's ban on theatre televising of this year's World Series was asked yesterday by Gael Sullivan, Theatre Owners of America executive director, in a statement that reflected exhibitor resentment against the ruling. The games will be telecast under commercial sponsorship to the general public.

"The recent announcement that baseball's executive council voted against theatre television of this year's World Series games has caused considerable grumbling in the motion picture industry," Sullivan said. "During these first few weeks motion picture theatre men, whether in theatre television now or expecting to be in the future, have commented adversely on the council's ruling.

"The feeling is growing that this is a discriminatory action against the motion picture industry which has contributed so substantially toward the popularization of baseball throughout the country, through newsreels and other subjects.

"Exhibitors point out that at a time when the Series games will be avail-

(*Continued on page* 5)

Pleskow to Represent Lesser in Europe

Eric R. Pleskow will sail on the *S.S. Queen Mary* tomorrow to make his headquarters at Frankfort as the European representative of Sol Lesser Productions. He will supervise distribution, serve as liaison on European productions, and acquire for distribution in this country European films for art theatre presentation.

Pleskow served as assistant general manager of the Motion Picture Export Association and was U. S. film officer for Bavaria with headquarters at Munich for the U. S. Military Government, supervising distribution, production and exhibition, licensing producers, distributors and exhibitors, and re-establishing film studios.

Hal Wallis Slates 3 or 4 for 1950-51

Hal B. Wallis, whose productions are released by Paramount, will make three, perhaps four, pictures during 1950-51, he reported here yesterday following his return on Monday from several weeks in England and on the Continent. One, "Son and Stranger," will be made in England, with production to start there in May or June, the producer said.

Wallis has two pictures slated to go before the cameras in Hollywood this fall. Untitled as yet, one will star the comedy team of Martin and Lewis, and the other will have Bert Lancaster in the principal role, he indicated. He expects to make at least one of his forthcoming Hollywood productions in Technicolor.

"Son and Stranger," Wallis disclosed, will be budgeted at between £250,000 and £300,000 ($700,000-$840,000). Frozen funds credited to Paramount will be used.

Before leaving Europe, Wallis completed arrangements for the world premiere of his latest film, "September Affair," to be held at the Sistine Theatre in Rome tomorrow. He attended the Venice Film Festival showing last month of that picture, which stars Joseph Cotten and Joan Fontaine.

Wallis will leave here for Hollywood at the weekend.

Senate Unit Restores Cut in Film Program

WASHINGTON, Sept. 12.—The Senate Appropriations Committee today voted to restore the cut made by the House in funds asked by the State Department for expansion of its overseas information program. Included in the funds put back are $1,000,000 for film program, bringing its total to $11,000,000.

The committee's action must still be approved by the Senate and differences with the House ironed out in conference.

Weigh SIMPP Production Pool for U. K.

Strong Bid for Revenue Is Expected of Members

By CHARLES L. FRANKE

With a view to securing maximum benefits from the "bonus" provisions of the ratified Anglo-American remittance formula which will become effective Oct. 1, members of the Society of Independent Motion Picture Producers are studying the possibilities for pooling their resources in the interest of joint production ventures among themselves in Britain.

George J. Schaefer

(*Continued on page* 5)

Exhibitors Quizzed For Aids for 20th's 'Scheduled' Shows

Full development of a basic plan for handling the "scheduled performances" showings of Darryl F. Zanuck's "All About Eve" is continuing at 20th Century-Fox, with numerous exhibitors over the country being consulted for suggestions and ideas in developing the formula, it was revealed here by the company yesterday.

Exhibitors in various key situations were quizzed as to how they thought the plan could best be put into practical operation. The poll included

(*Continued on page* 5)

Allied to Get COMPO Story from Mayer

FRANKLIN, Ind., Sept. 12.—Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, will speak at the National Allied convention to be held in the William Penn Hotel in Pittsburgh on Oct. 2-4, it was disclosed here by Trueman T. Rembusch, Allied president.

Mayer will outline the scope of

(*Continued on page* 5)

Personal Mention

CHICK ABEEL, Guaranty Trust Co. vice-president and film consultant, will leave here today for a month's vacation in New England and Canada.

•

G. DAVID SCHINE, son of J. MEYER SCHINE, has been elected vice-president of station WPTR, owned by the Schine interests.

•

WILLIAM F. RODGERS, M-G-M vice-president and general sales manager, is in Chicago from New York en route to Hollywood.

•

CHARLES WALDER, owner of the Tivoli Theatre, Miami, Fla., has returned there after a business trip to New York.

•

CHARLES B. KOSCO, manager of the 20th Century-Fox Buffalo exchange, and MRS. KOSCO have left on a Holy Year pilgrimage to Rome.

•

ROBERT BENJAMIN and MRS. BENJAMIN have become the parents of a girl, their first child, born here last weekend.

•

MILTON SPERLING, Warner producer, has arrived in San Francisco from Hollywood.

•

SIDNEY BOX, senior producer for J. Arthur Rank Films, and his family, have arrived here from London.

•

LEE SIEGEL has been appointed assistant to TED TOD in the publicity office of 20th Century-Fox in Chicago.

•

LOUIS TETUNIC, of 20th Century-Fox newsreel, has returned to his desk after vacationing in Miami, Fla.

Nominate Directors Of Picture Pioneers

The nominating committee of the Motion Picture Pioneers has selected the following candidates for the board of directors, to be voted upon at a meeting in November:

Jack Alicoate, Barney Balaban, Harry Brandt, Steve Broidy, Jack Cohn, Sam Dembow, Jr., Ned Depinet, Gus Eyssell, Si Fabian, James R. Grainger, Abel Green, William J. Heineman, John J. O'Connor, R. J. O'Donnell, Martin Quigley, Sam Rinzler, Herman Robbins, Gradwell Sears, Spyros Skouras, Albert Warner and Joseph Vogel.

Ascap Music Cleared For Navy Air Shows

The American Society of Composers, Authors and Publishers has granted a free license for the performance of its members' music on the Pacific Fleet Navy radio shows.

This is in keeping with the Society's stated policy of granting free licenses to the Armed Forces for the performance of the music of its members, on application, provided the music is not used commercially.

French Government Gives $6,808,000

Paris, Sept. 9 (By Airmail).—Financial aid to the French film industry during the first 18 months of the government film-aid fund's existence amounted to $6,808,000, about $4,286,000 of which were used to finance the production of features. About $71,000 went to Unifrance-Film, the organization recently established to promote French films abroad.

Zanuck, Mankiewicz Cited for 'Way Out'

Richard Widmark, one of the stars of 20th Century-Fox's "No Way Out" is here from the Coast for a personal appearance at the Rivoli Theatre tonight when he will accept the American Negro Theatre's award to Darryl F. Zanuck, 20th Century-Fox production chief, commending the producer "for serving humanity through the arts." The award will be presented by Austin Hall-Briggs, executive director of the ANT.

In addition to "No Way Out," Zanuck has produced such anti-discrimination films as "Pinky" and "Gentleman's Agreement."

Among the speakers from the Rivoli stage will be Congressman Adam Clayton Powell, Jr., who will introduce members of the "No Way Out" cast, including Mildred Joanne Smith, Dots Johnson and Bert Freed.

Joseph L. Mankiewicz, director and co-author of 20th-Fox's "No Way Out," will arrive in New York today from Hollywood to accept the annual award of the Metropolitan Council of B'nai B'rith, receiving a plaque at the Council's annual presentation meeting tomorrow night (14) at the Henry Hudson Hotel as "the one who during the preceding year did the most in the field of literature and art in furthering the American democratic ideal."

Benjamin Epstein, national director of the Anti-Defamation League of B'nai B'rith, will make the presentation.

Legion Reviews 7; Two Are Classed 'B'

Seven more pictures have been reviewed by the National Legion of Decency, with two, Warner's "Three Secrets" and Motion Picture Sales Corp.'s "The Wicked City," rated as Class B. All the others are in Class A, Sec. II. They are: "Between Midnight and Dawn," Columbia; "Hijacked," Lippert; "Deported," "Shakedown" and "Woman on the Run," all from Universal-International.

Bonded's Insurance

A new group life insurance plan for employees of Bonded Film Storage Co. here has been put into effect, M. J. Kandel, company president, announces. The insurance is being financed entirely by the company.

MacMillen To Chicago Meet

William C. MacMillen, president of Eagle Lion Classics, accompanied by William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager, heads a delegation of home office executives who will meet with branch managers, salesmen and bookers for a three-day regional sales meeting, to be held at the Blackstone Hotel in Chicago, tomorrow through Saturday.

In the delegation will be Leon Brandt, national director of advertising-publicity; Milton E. Cohen, Eastern division manager; Jack Schlaifer, sales representative for N. Peter Rathvon; Joseph Sugar, head of ELC's contract department, and Jules K. Chapman, in charge of branch administration.

Edward Heiber, Midwest division manager, and James Hendel, West Coast division manager, will be present at the meetings, which will be highlighted by details of the "Bill Heineman Drive," featuring more than $62,000 in cash prizes to members of ELC's exchanges.

In addition to the $62,000, seven national cash prizes will be awarded for the best sales performances on "The Jackie Robinson Story," it was announced here last night by Milton E. Cohen, drive captain.

For the best results nationally in billings and collections during the drive, there will be a first prize of $750, second prize of $400, third prize of $300, a fourth of $200, a fifth of $150, sixth of $125, and a seventh prize of $100.

WB Houses in 2nd Box-Office Drive

Harry Goldberg, Warner Theatres' publicity-advertising director, will preside over a meeting of the company's zone advertising men at the home office tomorrow. The circuit's ad department has just completed a drive to find "The Best Summer Showman" and will inaugurate plans to set up a new three months' box-office building campaign.

The meeting will be addressed by Harry Kalmine, president and general manager of Warner Theatres; Ben Kalmenson, general sales manager for Warner Pictures and Mort Blumenstock, director of Warner Pictures advertising and publicity. Advertising men present will be: J. Knox Strachan, Cleveland; John Hesse, New Haven; Jerry Atkin, Albany; Everett C. Callow, Philadelphia; Henry Burger, Pittsburgh; Frank La Falce, Washington, and Alfred D. Dvool, Milwaukee.

Defer Variety Trip

Due to other engagements, a meeting of directors of Variety Clubs-Will Rogers Hospital scheduled for Sept. 23 in conjunction with a weekend at Herman Robbins' Schroon Lake, N. Y., lodge has been postponed indefinitely. R. J. O'Donnell, president, is expected to re-schedule the event some time next Spring.

Newsreel Parade

KOREA, again, is the No. 1 subject of current newsreels, which also feature the visit of film industry leaders with President Truman in Washington, annual beauty contests, football advance coverage, and other items. Complete contents follow:

MOVIETONE NEWS, No. 74—UN forces resist all-out attacks by Reds in Korea. Films pledge aid in war. Six-jet B-36 gets four jets. Motion Picture Industry is honored. New York Giants beat Los Angeles Rams. Beauty on parade.

NEWS OF THE DAY, No. 204—Film report from Korean battlefront. Film Industry's aid hailed by Truman. 1951 beauty Miss and Mrs. America. Jets for world's mightiest bomber. Joe Louis hits comeback trail. "Pro" football preview.

PARAMOUNT NEWS, No. 7—Beauty contest. Scottish miners. Charles and Lewis train. Korea and the global crisis.

TELENEWS DIGEST, No. 37-A—Behind the battles in Korea. Hurricanes strike Florida. Red smear charged in Washington. Truman's week. Air show in England.

UNIVERSAL NEWS, No. 386.—Korea. Movies pledge war-time aid. Flames gut housing project. B-36 bomber tested. Giants and Rams. Ezra Charles and Joe Louis training.

WARNER PATHE NEWS, No. 113—With UN troops in Korea. Ten engines power new super B-36. Miss America chosen. Mrs. America contest. Film industry pledges aid to Nation. Ezra Charles and Joe Louis train for title bout. Great Americans: Theodore Roosevelt.

RKO-Reade Case Up Again on Friday

A hearing has been set for Friday in New Jersey Superior Court at Trenton on the litigation in connection with dissolution of the RKO Theatres and Walter Reade partnership in Trenton-New Brunswick Theatres.

A motion to reargue portions of the case made by counsel for the Storrs Estate, part owner of the circuit, and a motion for entry of judgment giving RKO and Reade 15 days in which to agree on ending the partnership are scheduled to be heard. Failure to end the partnership by agreement would result in appointment by the court of a trustee to carry out dissolution.

In the event judgment is entered, Reade could appeal, renewing the possibility thereafter of negotiations with RKO for an out-of-court settlement. Previous attempts to negotiate a settlement have been unsuccessful.

Premiere of 'Trio' Brings 3 to N. Y.

A trio of talent will arrive in New York this month for the benefit opening of Paramount's release, "Trio," the J. Arthur Rank film based on three stories by W. Somerset Maugham, set for the Sutton Theatre on Oct. 10.

Heading the group is Sidney Box, the producer, who has arrived here from London. Jean Simmons, the star, will arrive from London over the weekend. Sept. 27 is the scheduled arrival date for author Somerset Maugham, also from England.

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Tram Strike Cuts Business by 60%

Boston, Sept. 12.—Grosses were reported off more than 60 per cent in 25 theatres in the Lowell and Lawrence areas as a result of a seven-day strike of 170 bus drivers of the Eastern Massachusetts Street Railway which ended this weekend. A general strike was averted. Exhibition in Fall River, Taunton, Brockton, Quincy and surrounding towns South of Boston and Melrose, Wakefield, Reading, Haverhill, Salem, Lynn, and towns North of Boston feared a spread of the strike to those cities and towns and it would have affected 80 theatres.

Labor Leader Heads Canada Film Group

OTTAWA, Sept. 12.—Gordon G. Cushing, secretary-treasurer of the Trades and Labor Congress of Canada, has been elected chairman of the National Trade Union Film Committee, a group organized to aid the production and distribution of labor films in this country.

Cushing will be succeeded in subsequent periods of the coming year by representatives of the Canadian Congress of Labor and the Canadian Catholic Confederation of Labor.

According to a statement of policy drawn up at the group's initial meeting held here at the Canadian Film Institute, the committee will procure suitable labor films produced inside or outside of Canada, evaluate labor films, encourage and advise the production of films and film-strips for use by organized labor, develop the effective use of such films and act as a clearing house.

The committee has announced that two films on labor produced by the National Film Board are ready for release and that others may be sponsored or produced shortly. The committee will publish a catalog of labor films early in the fall.

R. J. Kidd, associate director of the Canadian Association for Adult Education, was elected secretary-treasurer. Other committee members are Gerard Pelletier, editor, and Fernand Jolicoeur, educational director, Canadian Catholic Confederation of Labor; Jack Williams, director of public relations, and A. Andras, assistant director of research, Canadian Congress of Labor; L. E. Wysmer, director of public relations, Trades and Labor Congress of Canada; G. R. Carroll, representing the industrial relations branch of the Federal Department of Labor; Charles Marshall, coordinator of non-theatrical films, National Film Board, and Gordon Adamson, executive secretary, Canadian Film Institute.

Recover 'Hot' Prints

An FBI investigation of a "hot" 16mm. film being offered in Kansas City disclosed long-distance trading of such prints and led to further investigations in Virginia and Oregon of the parties involved. As a result, the FBI has recovered 16mm. prints of five features and two short subjects of major companies.

Review

"All About Eve"

(20th Century-Fox)

IN "All About Eve," the special world of Broadway and the mid-Forties comes under the bold microscope of Joseph L. Mankiewicz. His investigation is sharp and smart, knowing and sophisticated and particularly interesting and entertaining for those who have a running knowledge of the climate and the people around whom he develops his drama. But the base is not necessarily limited to them and will be broad enough to excite the attention of those who like their pictures grown-up and intelligently compounded.

"All About Eve" is the kind of attraction which the trade catalogues as a "big city" show. Its appeal to the strata of audiences which frequent downtown first-runs no doubt will be very considerable and, in a city as metropolitan as New York, it is a cinch forecast that the going-on will be big. When the film gets moving around in the broad belt of America, however, a measure of reserve as to the kind of reception it is apt to encounter appears unavoidable.

This is a screen original written by Mankiewicz and directed by him under the personal producing auspices of Darryl F. Zanuck. By all approaches, except for its unusual length—two hours and 18 minutes—their handiwork is hand-riveted in most expert craftsmanship. The story line is refreshing and so, also, is its treatment; the writing is pungent, probing and often satirical; the direction is intelligent and highly competent; the principal performances are out of the top drawer.

This is the attraction, incidentally, which inaugurates 20th Century-Fox's "scheduled performance" plan, that device designed to influence audiences to see the film from its beginning and to deny them seats once the beginning gets under way. Theatremen are not unanimous about the practicalities of the innovation although the way in which the film has been constructed dramatically suggests it will be most completely satisfying if seen from the very outset.

The explanation resides in the fact that the body of the film is a flashback in which the character and motivations are quite apt to take on an aura of mystery unless the audience is in the know from the beginning.

THE story revolves around Anne Baxter, burning with stage ambition and prepared to allow nothing to stand in the way of her goal. Nor does she. She worms her way into the confidence and the friendship of Bette Davis at the behest of Celeste Holm, who portrays the wife of Hugh Marlowe, playwright responsible for Miss Davis' long series of stage successes. In due time and after her association with Miss Davis appears secure. Miss Baxter tries to steal Gary Merrill, who stage-directs Miss Davis' plays and who also loves her. This failing, she sets out to break up Miss Holm's fireside by capturing Marlowe and almost succeeds. It is George Sanders, noted critic who blocks this in behalf of his own ego. By now, the group which was taken in by Miss Baxter's surface naivete and sweetness knows her for what she is. One of the interesting twists makes it clear that while her methods are ruthless and unprincipled, Miss Baxter is never pursuing a whisp. She actually has a genuine dramatic talent, sufficiently aided by her own plotting, to mark her eventually as the outstanding actress of the New York stage and recipient of its highest award.

Mankiewicz develops his own story and script with assurance and clever twists. He has persuaded his chief players to deliver an array of performances which are meaty and choice. Bette Davis, for instance, has not had so good a role in years. She and the others are characters living in a tinsel and largely artificial world, but nevertheless there is a believability about them which attests fully to the measure of their histrionic abilities.

Running time, 138 minutes. Adult audience classification. For November release.

RED KANN

Tailor Shop for Rank Theatre Site

LONDON, Sept. 12.—The Tivoli in London's Strand has been sold by the J. Arthur Rank organization to Sir Montague Burton, clothing manufacturer and owner of a chain of tailor shops. Purchase price was $560,000.

Burton plans to tear down the theatre and erect a shop on the site but pending his obtaining a government building permit the Rank organization will continue to operate the theatre under lease.

Asks 'Plug' for New 'Go to Movies' Disc

Stressing that M-G-M Records' new disc, entitled "Let's Go Out to the Movies," has a good chance of serving as good public relations for theatres, if "plugged" hard enough, Frank Walker, M-G-M Records head, is offering the record to exhibitors on a cost basis for playing in lobbies and supplying local disc jockeys. It is played by the Korn Kobblers.

Bans Bank Night as A Lottery in Elyria

ELYRIA, O., Sept. 12.—A drive to ban bank nights or "any kind of lottery" in Ohio's Lorain county has been inaugurated by Sheriff Carl R. Finegan and Prosecutor Paul Mikus.

The order to ban bank nights, which have been held in several theatres in the county, came after a citation was served to John Tender, manager of the Carlisle drive-in, near here. Prosecutor Mikus has ruled that bank night is a lottery and hence is illegal.

Testimonial for Moritz

CINCINNATI, Sept. 12.—Allan S. Moritz, past chief barker of the Cincinnati Variety Club, and representative to Variety International, will be guest of honor at a testimonial dinner to be given by the local tent on Sept. 18, which will be attended by International chief barker Marc Wolf. Moritz recently resigned as Columbia branch manager to devote all of his time to his own theatre interests in the Louisville area.

NEWS in Brief . . .

WALTER READE interests will resume operation of the 583-seat deluxe Park Avenue Theatre after Dec. 3 when Universal will relinquish its lease which has been in effect since Dec., 1946.

Reade built the theatre in 1946 as a subscription house and Universal used it primarily as a showcase for its J. Arthur Rank production, played on a two-a-day, reserved seat basis. Future policy for the theatre is now being determined.

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Hollywood, Sept. 12.—Normandy Productions has been formed here by Arthur Ripley, Rudolph Monter and Robert Goelet, Jr., for the production of a film comedy, "Texas Scandal." Releasing channels have not been set.

•

Nine speaking engagements have been slated for Maurice N. Wolf, assistant to H. M. Richey, M-G-M exhibitor relations head, during the next six weeks. Yesterday he spoke before the Kiwanis at Woburn, Mass.

Other dates set are: Sept. 25, Rotary, Oil City; Sept. 27, Kiwanis, New Castle; Oct. 2, Lions, Altoona; Oct. 4, Rotary, Johnstown, and Oct. 10, combined club dinner, Uniontown, all in Pennsylvania, and Oct. 12, Kiwanis, Wheeling; Oct. 17, Kiwanis, Clarksburg, and Oct. 18, Kiwanis, Morgantown, all in West Virginia.

Wis. Allied Names Convention Leaders

MILWAUKEE, Sept. 12.—Seven chairmen of specific activities and four group-discussion leaders have been named by Ben Marcus, president, and Angelo Provinzano, convention general chairman, for the annual convention and equipment display of Allied Independent Theatre Owners of Wisconsin, set for Oct. 30-Nov. 1, at the Schroeder Hotel here.

Committee chairmen are: Arnold Brumm, tickets; A. Spheeris, publicity; Charles W. Trampe, program; Helene R. Hanke, ladies activities; Frank J. McWilliams, reception; Edward Johnson, year book and exhibits, and William Pierce, registration.

S. J. Goldberg will lead a group discussion on drive-in theatres; Russell Leddy will head a discussion of key town runs; Eric Brown will carry the small town theatres discussion, and the subject of subsequent runs will be managed by Edward E. Johnson.

Howard to Preside at 'Boost Business' Meet

Today in Cincinnati the second of RKO Theatres' "Boost Your Business" drives will take place with William W. Howard, assistant general manager presiding.

Attending will be Joseph Alexander, division manager of Cincinnati, Columbus and Dayton; Nate Wise, publicity manager of the territory and theatre managers from each of the aforementioned towns. The home office contingent present will include Sol A. Schwartz, executive vice-president; Harry Mandel, national director of advertising-publicity, and Matty Polon and Robert Sherman of the booking department.

Canadians to Meet on Emergency Problems

Toronto, Sept. 12.—A call has been issued for the annual convention of the Motion Picture Theatres Association of Ontario to be held on Tuesday, Oct. 31, at the King Edward Hotel, Toronto, when delegates representing more than 400 theatres will wrestle with problems arising from the newly-imposed conditions under the war-preparation program of the Canadian government.

Would Change Royal Film Selection Plan

LONDON, Sept. 12.—The British Film Producers' Association has suggested to the Cinematograph Trade Benevolent Fund that the current system of selecting a British and American picture alternately for the annual Command Performance be abandoned in favor of a free-for-all contest.

BFPA suggests that a selection panel be formed comprised of presidents of the three trade organizations, together with representatives of the British Film Academy and the Trade Benevolent Fund. The plan follows suggestions that 20th Century-Fox's "Mudlark," should be this year's pick.

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U. S. Film and Equipment Exports Are Off 11 Percent

WASHINGTON, Sept. 12.—U. S. exports of motion picture film and equipment during the first six months of 1950 were almost 11 per cent below comparable 1949 shipments, the U. S. Commerce Department reported today.

Film chief Nathan D. Golden said exports during the first half of this year amounted to $10,988,425, against $12,322,584 in the 1949 January-June period. Gains were made in shipments of 16mm. positive and 8mm. negative rawstock and cameras and projectors, but these were more than offset by "rather substantial declines" in exports of exposed feature films and most other types of equipment.

Exports of 35mm. negative exposed or developed feature film dropped from 5,091,664 linear feet to 4,953,689 feet. Shipments of 35mm. positive exposed or developed feature film dropped from 116,626,876 feet to 107,817,495 feet.

Practically every type of equipment showed a drop except 8mm. cameras and projectors, sound recording equipment, and screens. Especially hard hit were 16mm. cameras, 35mm. and 16mm. projectors, sound reproducing equipment and projection equipment parts.

Gross Upswing Is Seen In Canada

OTTAWA, Sept. 12.—With more and more labor unions winning a 40-hour week instead of working 44 to 48 hours, theatrical circles in Canada hold now that motion picture theatre attendance can be expected to increase sharply toward the latter part of this year and early in 1951.

Never in the history of Canada have so many people earned as much and worked on a 40-hour basis, especially in more populated areas where more theatres are located.

During the recent nationwide rail strike, it was noted that thousands of workers were laid off in various industries across Canada and immediately many theatres found their attendances much higher, especially at matinee performances. With 40-hour working week now becoming widespread and expected to involve hundreds of thousands of workers within the next couple of months, there appears to be little doubt among theatre operators that more Canadians will attend theatres.

To Discuss Effects of Video on Theatres

The effects of television on the motion picture theatre will be described by Benjamin Schlanger and William A. Hoffberg, theatre engineering and architectural consultants, which will highlight a full day of reports and discussions on various aspects of film exhibition at the 68th semi-annual convention of the Society of Motion Picture and Television Engineers, to be held Oct. 16-20 at the Lake Placid Club, Lake Placid, N. Y.

Schlanger and Hoffberg will present what they refer to as an accelerated need, imposed by the advent of television, for refinements and improvements in motion picture presentation.

Seeks Aid Against Mexican Film Law

MEXICO, Sept. 12.—Support for the industry's opposition to Mexico's National Cinematographic Law, enacted last year but not yet enforced, is being sought by the National Cinematographic Industry Chamber from its parent group, the Confederation of Industry Chambers.

Charging that enforcement of the act virtually means turning the film industry over to the government, the Cinematographic Chamber told the Confederation that exhibitors, distributors and producers particularly object to clauses in the law which dictate the operation of these respective branches of the industry.

Exhibitors object to clauses which permit the government board to assign films and hours to theatres, producers object to the requirement that a copy of each picture made be given to the government body, and distributors oppose regulations designed to force the showing of Mexican-made films, the Chamber said.

The Minister of the Interior assigned a committee of three to hear the complaints made by the Chamber.

Feature Production Is Off on the Coast

HOLLYWOOD, Sept. 12.—The production tally dropped six points for a total of 19 features in work. Four pictures were started, while 10 were completed.

Started were: "Roar of the Iron Horse," Columbia; "The Great Caruso," Metro-Goldwyn-Mayer; "Blue Blood," Monogram; "House on Telegraph Hill," 20th Century-Fox.

Completed were "The Romantic Age," Columbia; "One Too Many" (Hallmark Productions), Independent; "Three Guys Named Mike," Metro-Goldwyn-Mayer; "The Witness," "Outlaws of Texas" and "Abilene Trail," Monogram; "Apache Drums" and "Mystery Submarine," Universal-International; "The Enforcer" (U. S. Pictures); "Only the Valiant," Warner.

Kodak Makes Five New Appointments

ROCHESTER, N. Y., Sept. 12.—Charles Flint, Eastman Kodak's Kodak Park general manager and vice-president, has made five new appointments, as follows:

Marion E. Russell, assistant general superintendent of film departments; Louis K. Eilers, his assistant; Dr. Austin J. Gould, superintendent of roll-coating; Harold A. Hartt, superintendent of processing; Dr. John G. Mulder, superintendent of film office services.

Evans with 20th-Fox

CHICAGO, Sept. 12.—Harold W. (Chick) Evans, formerly Midwestern exploiteer for United Artists, has joined 20th Century-Fox and will handle the Midwestern division with headquarters in Kansas City.

Eleven Plan SMPTE Meet

In charge of over-all planning for the 68th convention of the Society of Motion Picture and Television Engineers at the Lake Placid Club, N. Y., Oct. 16-20, will be William C. Kunzmann, convention vice-president. E. I. Sponable, Society president, will direct local arrangements [illegible] accommodations, with Mrs. Sponable and Mrs. Oscar F. Neu serving as co-chairmen of the ladies' committee.

The program—52 technical papers and reports—has been assembled by a committee under direction of its New York vice-chairman, E. S. Seeley. Publicity will be handled by Harold Desfor and Leonard Bidwell. Registration will be handled by Ervin R. Gaib and Paul D. Ries. Lee E. Jones, director of the Society's membership program, will represent membership activities, assisted by Allen G. Smith.

8 Warner Features In Work This Month

HOLLYWOOD, Sept. 12.—Four pictures are scheduled to go before Warner cameras this month. With another four already shooting on sound stages or on location, eight will be in production by the last week of September.

"Goodbye, My Fancy," starring Joan Crawford, will start in about 10 days. Vincent Sherman will direct, with Henry Blanke producing. Following will be "Strangers on a Train," which Alfred Hitchcock will direct; "The Story of Folsom," to be produced by Bryan Foy, and "The Travelers," straring Kirk Douglas, with Raoul Walsh directing and Anthony Veiller producing.

Currently in production are "A Streetcar Named Desire," with Vivien Leigh and Marlon Brando as the stars, a Charles K. Feldman Group production, with Elia Kazan as director; and "Jim Thorpe—All American," starring Burt Lancaster, with Michael Curtiz directing and Everett Freeman as producer. Also, "Operation Pacific," with John Wayne as the star, George Waggner directing and Louis F. Edelman producing, and "Lullaby of Broadway," Technicolor musical starring Doris Day, Gene Nelson, Billy De Wolfe and S. Z. Sakall, directed by David Butler and produced by William Jacobs.

'Cyrano' a Roadshow

(*Continued from page* 1)

Jose Ferrer starring vehicle was arrived at in the belief that its content and production quality merits such handling, Schaefer indicated. He said the New York Bijou, where "The Red Shoes" is about to enter its 100th week, has been selected for the initial local run of "Cyrano."

Schaefer likened "Cyrano" to "Hamlet" and "Henry Vth," both J. Arthur Rank productions, in stating his reasons why the picture qualifies for roadshowing. Those Rank productions both were roadshown in the U. S.

"The Men," the Kramer production which played recently at Radio City Music Hall, will gross $2,500,000 by the time it winds up its initial release engagements next June, Schaefer predicted.

SIMPP Pool

(*Continued from page* 1)

George J. Schaefer, sales chief for Stanley Kramer Productions, who attended last week's SIMPP ratification meeting on the Coast, made this disclosure here yesterday.

That SIMPP members will go all-out to secure as much revenue as possible from England during the forthcoming pact year was viewed by Schaefer as a foregone conclusion. "They are alive to the fact that they can get extra benefits by buying British films and producing in England," Schaefer declared.

Aim for U. S. Market

Schaefer intimated that "pool" productions, if decided upon, would be pictures whose commercial promise is unmistakably evident. Under the formula's "bonus" provisions American companies will be permitted to convert into dollars a sum equivalent to 23 per cent of sterling expenditures for film production in Britain. The independents are of the opinion apparently that their collective "know-how" is such that they can capitalize not only on that conversion provision, but make joint or united production efforts in Britain pay off in the American market.

Asked whether Stanley Kramer would be receptive to entering such a pooling arrangement, Schaefer said that the producer "could" be, but has not yet weighed the possibilities sufficiently to arrive at a decision. This, presumably, is the stage at which other members of SIMPP are at present in their studying of prospects.

In addition to Kramer, SIMPP members include Samuel Bischoff, Benedict Bogeaus, William Cagney, California Pictures, Lester Cowan, Walt Disney, Edward A. Golden, Samuel Goldwyn, Sol Lesser, James Nasser, Seymour Nebenzal, Mary Pickford, Charles R. Rogers, Edward Small, Hunt Stromberg, David O. Selznick's Vanguard Films, and Walter Wanger.

Scheduled Show Plan

(*Continued from page* 1)

theatres in small towns as well as those in large cities. "General response from exhibitors indicated an awareness of the unprecedented nature of the new plan with a definite feeling that the resultant publicity and goodwill from a satisfied public would prove its worth," according to 20th Century-Fox, which also reports that it has consulted with several ticket-printing establishments to find out ways for theatres to facilitate advance ticket sales.

All this information is currently being utilized at the home office in preparing a detailed plan which will enable exhibitors to handle the "scheduled performances" in the simplest manner. The master plan will be incorporated into the press book for the film, which will be distributed early in October.

"All About Eve" will start its "scheduled performances" engagement at the Roxy Theatre here on Friday, Oct. 13. The advance ticket sale for loge section seats will begin this Friday, from a special box-office being set up in the outer lobby. Tickets will be on sale daily from 10 A.M. to 9:30 P.M., except Sundays when the box-office will be open from 11:30 A.M. to 9:30 P.M.

French Says Public Accepts Maco Gradual Price Rise

MINNEAPOLIS, Sept. 12.—Any increase in admission prices should be determined by the individual situation, according to Henry B. French, president of the Minnesota Amusement Co., who cited his circuit's gradual upward revision of prices during the past year.

"I don't think it can be done safely across the board," French said, explaining Maco's revisions were made after full reports from managers and careful study on the policy level of each situation. He said there has not been a single protest following a price raise, indicating public acceptance of higher rates as a justified adjustment.

"In one situation, a Minneapolis neighborhood house, we reduced admission prices because we thought it would improve the net income of the theatre," French said, "but we went right back to the old scales when the gross declined proportionately."

The Paramount affiliate president said attendance figures over the circuit are lagging behind last year's marks, but that grosses are up generally due to higher prices. He also noted that junior ticket sales are on the increase.

Central States Boosts Prices; No Complaints

DES MOINES, Sept. 12.—Admission price increases at Central States' first-run and subsequent houses have been inaugurated with no adverse public reaction, it was revealed here by Myron Blank, circuit president.

The increases range from five to 10 cents, Blank said, with both 50 and 55-cent top prices boosted to 60 cents. He observed that prices were still below the increase in operating expenses.

Blumberg Pact

(*Continued from page* 1)

rangement were not brought to light until yesterday.

The $1,500 weekly salary under the new contract will continue in force the salary Blumberg is receiving at present. His present contract, however, was for $2,000 per week, but he took a voluntary cut to $1,500 in 1948. Other "U" executives also took voluntary cuts at that time.

The agreement stipulates that the new contract is subject to approval by company stockholders at the next annual meeting, but no later than Dec. 31 next. Since the company's annual stockholder meetings usually are held in the spring, a special meeting may be called prior to Dec. 31.

The contract provides that the $1,000 per week arrangement for the second five-year period would go into effect during the 1951-1955 employment period were "incapacities" or death of Blumberg to terminate prematurely the employment pact.

In such an event the arrangement would run for five years from the time payments began, with payment in case of death to go to Mrs. Nate J. Blumberg or to a personal representative were she not alive. If Blumberg should not be alive to receive the $1,000 weekly payments at the time they normally come due, or should die during the period, Mrs. Blumberg then would receive them for the duration of the arrangement. Alive, Blumberg would serve the company in an "advisory" capacity for the five-year period immediately following the first five years at the $1,000 weekly salary.

However, nothing in the contract would appear to preclude Blumberg from entering into a new agreement with the company on an active rather than an advisory basis.

Mayer-COMPO

(*Continued from page* 1)

COMPO's activities and what the organization can accomplish for the industry.

"Inasmuch as the Pittsburgh convention promises to be one of the best attended that Allied has ever held. Mayer's address will be an important milestone in the development of COMPO," said Rembusch.

Series Telecasts

(*Continued from page* 1)

able free of charge in all homes and public places, it is difficult to say or see how theatre television can be harmful to baseball's interest.

"The TOA has been most interested in advancing theatre television. I am sure that its collective judgment and the opinion of many other exhibitors throughout the nation is that this year's executive council of baseball's ruling be re-considered in time to permit those theatres with theatre television equipment to carry this year's Series."

Waters Circuit

ATLANTA, Sept. 12.—The Waters Theatre Circuit in Birmingham has plans for two 600-car drive-in's there and will take over five neighborhood theatres from Community Theatres. The Waters Theatre will lease to Acme Theatres the Lyric there. These five it will make 18 for Waters.

C. Smakwitz Warns Against a Price Rise

Albany, N. Y., Sept. 12.—It would be unwise to increase admission prices in the Albany exchange area at the moment, Charles A. Smakwitz, Warner Theatres' zone manager said. He stated business has been too much affected recently to make a price hike wise at this time. Smakwitz does believe that some subsequent-run situations may be charging too little.

Nat'l Theatres Loan

(*Continued from page* 1)

of each being Aug. 1, 1955.

"Sinking fund" prepayments on the $7,500,000 loan will be in the principal amount of $175,000 on Feb. 1 of each year; $175,000 on Aug. 1 of each year, and additional amounts based on the company's net income.

On June 15, 1951 a principal prepayment is to be made in an amount equal to three-and-three-quarter per cent of consolidated net income for the 1950 fiscal year.

Moreover, on June 15, 1952, and on June 15 of each year thereafter, principal prepayments are to be made in an "amount equal to 15 per cent of the first $5,000,000 of such consolidated net income for the company's previous fiscal year, and 10 per cent of such consolidated net income in excess of $5,000,000."

There was no official indication of the purpose for the loan. Recently the New York *Herald-Tribune* reported without confirmation that 20th Century-Fox planned to retire its outstanding preferred stock with funds to be received from National Theatres as a corollary of the projected separation of its production-distribution from exhibition operations.

When queried on the published report, company officials said some such action was inevitable, but that formal plans were not yet completed.

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Industry Acts To Clean Up Union Disputes

Rush to Close Contracts With a Wage Freeze Due

Conscious that a Federal wartime wage freeze order is in the wind, management and labor forces in the film industry are taking speedy action to close the gaps that have existed in the form of unrenewed contracts. Between the two elements there prevails at the moment a tacit agreement that it would be mutually advantageous to enter a wage freeze period with a clean slate in terms of industry labor relations.

Significant of the movement, United Artists will mail tomorrow to all of its exchanges checks totalling approximately $40,000 for distribution to all exchange office workers involved in the long-standing retroactive pay issue between the IATSE office and the company.

Further significant is the settlement,

(*Continued on page 4*)

'Movies-Are-Better' Drive Accomplished Results, Says Lamont

ALBANY, N. Y., Sept. 13.—The "Movies-Are-Better-Than-Ever" campaign "played a significant part in the increased business which indoor theatres are now experiencing," declared Harry Lamont, a leading small-town exhibitor of the Albany area. Lamont, who attended the Chicago meeting called by 20th Century-Fox last February and who spoke at the follow-up conference held here under 20th-

(*Continued on page 4*)

Rodgers Maps Plans For 15 Releases

HOLLYWOOD, Sept. 13.—With the arrival today of William F. Rodgers, Metro-Goldwyn-Mayer sales head, at Metro's Culver City studios, from New York, company executives will start completing arrangements to launch the company's new release season.

Rodgers, besides seeing 15 new

(*Continued on page 4*)

Labor Favors 75¢ Minimum; Showmen Attack Tomorrow

Exhibitors of the New York Metropolitan area will have the floor to themselves when they attack the proposed 50 to 75-cent New York State minimum wage for theatre employes at a hearing here tomorrow before State Industrial Commissioner Edward Corsi.

Film industry labor, which sought a $1 minimum at recent hearings conducted by the Minimum Wage Board for the Amusement and Entertainment Industry, has indicated its satisfaction with the proposed scale and will not contest it.

The overwhelming majority of labor representatives queried here yesterday on their views of the scale recommended by the Board issued replies which boil down to this: "The recommendation is fair and we are confident that Corsi will put it in force, exhibitor protests notwithstanding."

The speculation is that Corsi, cur-

(*Continued on page 4*)

55,525 Shipments Mark Para. Record

Setting what Paramount Film Distributing president Alfred W. Schwalberg terms "an all-industry record," the company's exchanges sent out during the Sept. 3-9 "Paramount Week," 55,525 shipments of features and short subjects.

"This," Schwalberg pointed out, "topped the previous record-breaking figure set last year when shipments during 'Paramount Week' totalled 52,913."

Eighteen branches were far over their quotas in lining up "Paramount Week" customers, Schwalberg said.

(*Continued on page 4*)

Tickets on Sale for 'Big 10' Telecast

Detroit, Sept. 13.—Reservations are now available at the 5,000-seat Michigan Theatre here for tickets, both reserved and guaranteed seats, to the first large-screen telecast of a "Big 10" football contest. The game, University of Michigan vs. Michigan State College, on Sept. 30, will go direct to the Michigan screen from Ann Arbor.

Complete details of the event are now being set by Earl J. Hudson, president of United Detroit Theatres, which operates the Michigan.

Dembow to Coast on Brandt's RKO Deal

Sam Dembow, Jr., intermediary in the Harry Brandt-Trans Lux Theatres negotiations for purchase of Howard Hughes' interest in the post-divorcement RKO theatre company, is scheduled to leave here for the Coast today in an attempt to work out details of the deal which are still pending.

Dembow will meet with Noah Dietrich, Hughes' executive aide, and Thomas Slack, Hughes' attorney. The principals on both sides are in agreement on terms by which Trans Lux would acquire Hughes' 929,000 shares in the post-divorcement theatre company, representing a controlling interest, at a price of over $8 per share. Numerous details stand in the way of a closing of the deal, however.

The projected merger of Trans Lux

(*Continued on page 2*)

Mayer Shops for a COMPO Insignia; It Must Be Pretty, but Practical

An appeal to artists in the industry to design an insignia for use by the Council of Motion Picture Organizations was issued here yesterday by Arthur L. Mayer, COMPO's executive vice-president.

Mayer urged art directors, studio title artists, trailer designers and others engaged in industry art work to contribute suggestions for a design that can be used in advertising and stationery of COMPO members. The design, he said, should not only indicate the entertainment value of pictures but also the industry's community and national service.

One of the first uses of the insignia, Mayer said, would be on the certificate of membership which is to be issued to all organizations subscribing to COMPO.

Allied Weighs Co-Op Buying Of Equipment

New Plan May Be Put Before Oct. Convention

WASHINGTON, Sept. 13.—Allied State Association is considering setting up a plan for cooperative buying of theatre equipment as an answer to rising equipment prices.

This was disclosed by general counsel Abram F. Myers in a bulletin to Allied members. He said the mounting equipment costs indicated "either inflation or price-fixing," and that the cooperative buying plan would "eliminate so far as possible the middlemen's profits which are widely blamed for existing high prices."

Myers said Allied leaders would try to have something ready on this topic to report to Allied's annual national convention in Pittsburgh, Oct. 2-4.

As previously announced, the 1950 convention will be built around a special film clinic, where exhibitors will

(*Continued on page 4*)

Former US Lawyers File Trust Suits For $1,800,000

WASHINGTON, Sept. 13.—Two more anti-trust suits asking combined trebled damages of $1,800,000 have been filed against the eight major distribution companies, both by attorneys formerly associated with the Department of Justice in government anti-trust litigation against the film industry.

Robert L. Wright, formerly in charge of the government's New York

(*Continued on page 4*)

Grants UPT More Time to Divest

New York Federal Judge Edward A. Conger yesterday signed a Paramount consent decree modification order granting United Paramount Theatres an additional nine months to effect divestiture of theatres in 19 cities in Alabama, Florida, Louisiana, Mississippi, North Carolina and Texas, and setting instructions on the

(*Continued on page 2*)

Personal Mention

TRUEMAN T. REMBUSCH, president of Allied States Association, will return to Indianapolis today from Washington.

•

CATHERINE FALCONE, secretary to FELIX M. SOMMER, Universal-International foreign department executive, is playing a leading role in The Interplayers production of "The Beggars' Opera," currently at the Carnegie Recital Hall here.

•

GAEL SULLIVAN, Theatres Owners of America executive director, will appear on the Skouras Theatres television show, "Talent Parade," on Saturday night.

•

ERIC A. JOHNSTON, president of Motion Picture Association of America, has returned to Washington after a lengthy stay at his home in Spokane.

•

HAROLD WIRTHWEIN, Monogram Western sales manager, is in St. Louis from Hollywood and will leave there tomorrow for Des Moines.

•

GLORIA SWANSON will be mistress-of-ceremonies on NBC's TV show, "The Saturday Night Revue," on Saturday.

•

SALLIE MCGOVERN of *Time* and *Life* will leave here tomorrow for Bermuda on the *S. S. Queen of Bermuda.*

Skouras to Report At NCCJ Luncheon

Spyros Skouras, 20th Century-Fox president, will report to industry members of the National Conference of Christians and Jews on the international conference of inter-faith organizations in Paris last spring, at a luncheon-meeting to be held at the Waldorf-Astoria Hotel here next Tuesday.

Skouras represented the motion picture industry at the Paris conference. J. Robert Rubin, Loew's vice-president and general counsel, who is head of the amusement industry division of NCCJ, will be host at the luncheon.

Negro Group Cites Zanuck at Rivoli

Commendation for "serving humanity through the arts" was given Darryl F. Zanuck last night when the 20th Century-Fox production head was cited by the American Negro Theatre at ceremonies held on the stage of the Rivoli Theatre here. The citation was accepted by Richard Widmark, star of "No Way Out," Zanuck's latest production now playing at the Rivoli.

Sara Allgood, 66

HOLLYWOOD, Sept. 13.—Sara Allgood, 66, Irish-born actress, died here today in Motion Picture Country Hospital. She started her film career in 1929 after acting with the Abbey Players in Dublin.

20th Sets 357 Play Dates In Ten Days Starting Oct. 11

Beginning Oct. 11, concentration of 357 play dates in the week-and-a-half period, running through the "Andy Smith Week," will be made, according to Herman Wobber, Western division manager for 20th Century-Fox.

In addition, "Two Flags West" will kick-off in 408 situations throughout the south to give added impetus to the program during the 20th Century-Fox branch managers testimonial for record bookings on "Mr. 880," which will open at the start of the sales campaign.

20th Starts Radio Tie-Up for 'Flags'

One of the largest radio promotion campaigns in Southern history has been launched to publicize the opening of 20th Century-Fox's "Two Flags West," in October. More than 200 stations of the Mutual Broadcasting System throughout the South are being used in the campaign, which is being sponsored by Burris Flour Mills.

The promotion utilizes a contest in which listeners are asked to write on the subject, "What Dixie Means to Me." Throughout the broadcasts, which will run to Oct. 1, 20th Century-Fox stars of Southern origin will be heard by transcription discussing the question.

Denton Is Touring For 'Two Flags West'

DALLAS, Sept. 13.—Jim Denton, head of the 20th Century-Fox Hollywood special service unit, is on a swing of Southern cities to aid the campaign for the 400-theatre saturation opening being held in October of the company's "Two Flags West." Denton will discuss advertising and publicity ideas with local exhibitors and with 20th Century-Fox branch managers.

To Honor Brackett in Behalf of Academy

The Associated Motion Picture Advertisers here will soon honor the Academy of Motion Picture Arts and Sciences and its top executives at a forthcoming luncheon, it was disclosed yesterday by Harry McWilliams, president of the AMPA.

Charles Brackett, president of the Academy, will be the recipient of an AMPA citation as soon as he can leave Hollywood to attend the function in New York, sometime in October. He will be accompanied by other Academy officials and some stars.

United Para. Dividend

The board of directors of United Paramount Theatres has declared a dividend of 50 cents per share on the outstanding common stock of the corporation, payable on Oct. 20, to holders of record on Sept. 29, according to an announcement yesterday by Leonard H. Goldenson, UPT president.

Legion Cites WB for '100% Americanism'

The Illinois American Legion has adopted unanimously a special resolution commending Harry M. Warner and Warner Brothers Pictures for proclaiming a policy of "100 per cent Americanism" for the company and its employes, the Warner home office stated here yesterday.

The resolution was introduced by Edward W. Clamage, former state commander and state chairman of the Legion's anti-subversive committee, it was said.

Schulte Liquidating His Detroit Circuit

DETROIT, Sept. 13.—Michigan's largest unaffiliated circuit is being gradually liquidated because of the serious injury of its founder, William Schulte. Latest slice of the Schulte circuit to go is a block of three new suburban houses, the Liberty, Motor City and Ryan, taken over by David Korman.

Korman, a circuit operator, previously obtained the Greenwood and Virginia from Schulte after the latter was hurt in an automobile accident last Christmas. Schulte still has a number of Detroit and upstate houses.

Dowden, Jr. Joins Rank Organization

Edward Dowden, Jr., has been named assistant to Jock Lawrence, public relations counsel of the J. Arthur Rank Organization here, suceeding Jerry Dale, resigned. Lawrence is also public relations vice-president of Samuel Goldwyn Productions. Dowden will assist Lawrence in all Rank Organization public relations, publicity and advertising.

Dowden was formerly with Eagle-Lion as publicity-advertising executive assigned to Rank pictures marketed by that distributor. In his new post he will be assisted by Jeff Estep, formerly with the Goldwyn office.

Brandt RKO Deal

(*Continued from page* 1)

Theatres with RKO Theatres is said to have been discussed with Department of Justice officials with a view to obtaining Justice's clearance. It is understood, however, that Justice officials informed Brandt's attorneys that the policy of the Department prevents it from approving such mergers in advance. Justice's attitude is said to be, in effect, that principals in such mergers must proceed at their own risk; that if legal flaws subsequently are discovered which warrant action, the Department would intervene. If not, it would take no action.

Approval of the Securities and Exchange Commission also is required for the new securities which are to be issued in connection with the deal.

NEWS in Brief . . .

CONDUCTOR Dimitri Mitropoulos will entertain Spyros P. Skouras, president of 20th Century-Fox, officials of the Roxy Theatre and the Philharmonic-Symphony Society, and the complete roster of 104 musicians, at Cavanaugh's restaurant here tonight. The dinner will be held following the last performance of the New York Philharmonic-Symphony Orchestra at the Roxy Theatre.

•

Hollywood, Sept. 13.—The Screen Writers Guild was certified as bargaining agent for motion picture screen writers as a result of a National Labor Relations Board election which polled 408 votes in favor to 19 against, the Guild was notified today following the official count in Washington.

•

An order banning the showing of Russian-made films in Argentina has been issued by the entertainment administration there, according to press dispatches from Buenos Aires. The ban applies to all films distributed by the official Soviet agency Artkino.

The entertainment administration, although not officially a censorship agency, licenses all motion pictures shown in Argentina, it was said.

•

"The Vatican," Columbia's Technicolor feature filmed in Rome, will have its New York premiere at the Victoria Theatre following the run of the current "Our Very Own." The associate opening feature will be Columbia's "State Secret."

Grants Paramount

(*Continued from page* 1)

number of houses the company may retain in Jackson, Miss., and the North Carolina towns of Lumberton and Wilmington.

The modification order, moreover, stipulates that United Paramount shall not acquire the interest of co-owners in three theatres in Camden, Ark.; three in Jonesboro, Ark., and four in Fayetteville, Ark. On the other hand, the jurist indicated that the company may acquire the interest of co-owners in one of three theatres in Columbus, Miss., one of two in West Point, Miss., and one of two in Tupelo, Miss.

Judge Conger also clarified the disposition of certain drive-in theatres which were under construction in 1949 and inadvertently omitted from the decree listing. He ordered that United may acquire the interest of co-owners in one drive-in in each of the following towns: Montgomery, Ala.; Selma, Ala.; Raleigh, N. C., and Rocky Mount, N. C.

In Jackson, the Judge ordered, United may retain any three of five houses listed, only one of which may be a first-run. It may retain any one of the two in Lumbarton, and any two of the four in Wilmington, with only one of the two in the latter instance to be first-run.

The order was based on an affidavit submitted to the court by United Paramount president Leonard Goldenson.

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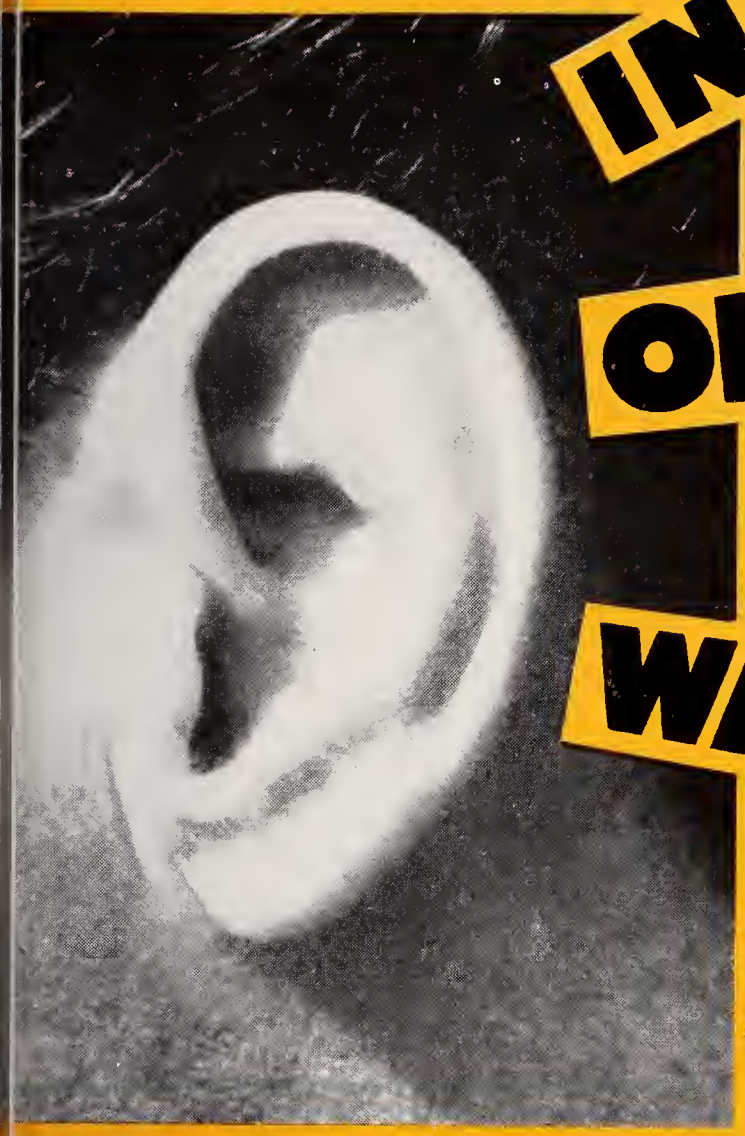
Are You Listening?



IN FRISCO

ON THE 20TH

WARNER BROS.'

Three Secrets

A UNITED STATES PICTURES PRODUCTION

Industry Acts

(Continued from page 1)

disclosed yesterday, of the long time labor-management rift in the newsreel field. Two locals representing newrseel cameramen and soundmen, which have been without contracts for two or more years, have reached an agreement with the distributors for a 10 per cent wage increase, retroactive to last Jan. 1.

On Heels of Pact

The foregoing disclosures followed by a day the agreement reached by Universal and United World with "IA" Local No. H-63 which will give the 350 home office "white collar" workers of those companies a $3-per-week across-the-board pay hike retroactive to last Feb. 1. Negotiations leading up to this settlement had been in progress a full year.

The newsreel settlement involves Cameramen's Local No. 644 of New York, representing cinematographers in other parts of the country as well as in the East, and Studio Mechanics Local No. 52 of New York whose soundmen and electricians work with the cameramen.

UA Agreement

The United Artists payoff stems from an agreement dated July 11, 1949, under which the company agreed to a $4.50 pay increase for all exchange workers, retroactive to Dec. 30, 1948. All other distributors signed similar pacts with the "IA", and all except UA came through immediately with the retroactive pay checks. UA, representing itself to the "IA" as being in financial difficulties at the time, was granted a stay to muster the $40,000.

Another union-management settlement involving newsreel workers is due this week or early next. Newsreel editors Local No. 771 here indicated yesterday that renewal of their contract which expired last March is imminent. No. 771 is seeking a five to 10 per cent increase, retroactive to the expiration date of the prior pact.

File Trust Suits

(Continued from page 1)

film suit, now in private practice, has filed a $1,050,000 action on behalf of Leonard W. Lea, operator of two Danville, Va., theatres. In addition to the eight major companies, the suit names as defendants United Paramount Theatres, Wilby-Kincey Service Corp. and Danville Enterprises, Inc. It charges a conspiracy to give first-run films to theatres operated by the last named defendant to the alleged injury of Lea's North and Lea theatres.

Robert Sher, also formerly active in government film litigation and now in private practice, and Monroe Oppenheimer filed a $750,000 treble damage and injunction action on behalf of Homeland Amusement Co., Baltimore, against the eight major distributors and the Durkee circuit. It charges a conspiracy favoring Durkee theatres with unreasonable clearance over plaintiff's Rex Theatre since 1933, and price-fixing in favor of Durkee.

Wright claims the Danville suit is the first to cite the final judgment in the Paramount case as a basis for a verdict in favor of the plaintiff exhibitor.

Review

"The Fuller Brush Girl"

(Columbia) *Hollywood, Sept. 13*

"THE Fuller Brush Girl" is a full sister to "The Fuller Brush Man," released by the same company in 1948, and an even livelier member of the family. With Lucille Ball in the title role racing at break-neck pace through the merrily mad sequences directed by Lloyd Bacon, the industry's ace director of slapstick comedy, breathlessly accompanied by Eddie Albert, the picture gets off to a laughing start before the credit-titles are off the screen and frolics along without so much as a momentary letdown to the final, furious fadeout. By this time the general audience to which the picture was previewed at the Pantages Theatre in Hollywood was in a happy state of near-collapse from laughing, and there appears no valid reason for expecting any other audience to react less rewardingly.

Director Bacon, who learned his slapstickery as actor and director in the original Mack Sennett Keystone Kop school, gets the Frank Tashlin story off the ground and flying with a fast series of spot gag scenes which include a rib-cracker in which Miss Ball tries to sell her line of Fuller cosmetics to a householder who turns out to be Red Skelton (in for this single episode) and who sells her a pair of Fuller brushes before she can speak her sales piece.

The story has Miss Ball and Albert as fellow employes in a shipping concern headed by Jerome Cowan, a crook using Albert as a dummy executive, and their involvement in the dizzy plot complications stems from their eagerness to marry and establish a home. There is no point in undertaking to describe here the complications through which the plot scurries like a scared rabbit, but there is a laugh point in every one of them and they come in dazzlingly swift succession.

The supporting cast includes Carl Benton Reed, Gale Robbins, Jeff Donnell, John Litel, Fred Graham, Lee Patrick, Arthur Space and many others, all contributing their share to a stimulating and refreshing whole.

Running time, 85 minutes. General audience classification. For October release.

WILLIAM R. WEAVER

75-Cent Minimum

(Continued from page 1)

rently the Republican Party's candidate for Mayor of New York, will indicate acceptance of the recommendation before the November election, with a view to corralling labor votes. Other major candidates for the office are being supported by either the AFL or CIO local councils. Corsi, it is reasoned by film laborites, has it within his power at this time to signify his being "with labor," by advocating the recommended minimums.

Big Turn-out Seen

A large contingent of New York exhibition representatives is scheduled to attend tomorrow's hearing. The Metropolitan Motion Picture Theatres Association and the New York Independent Theatre Owners Association particularly are expected to have on hand spokesmen armed with statistics designed to support the Albany area exhibitors' claim at the recent hearing before Corsi in that city that the recommended minimums are "unrealistic" and "unfair." Film industry labor representatives, if there were any on hand at the Albany hearing, remained silent.

Tomorrow's hearing will be held at the Bar Association Building here. The nine-member Board, which includes Fabian Theatres vice-president Samuel Rosen and IATSE state executive Michael Mungovan, will sit with Corsi.

The only possibility of a labor protest against the recommendations lies with the UOPWA with which the Screen Employes Guild is affiliated. Jack Ryan, SEG business agent, said yesterday that the guild is not certain whether it would send a spokesman to the hearing, but he added that "we would still like to see a $1 minimum." SEG members, at any rate, do not come within the jurisdiction of state wage laws, being covered by the Federal 75-cent-per-hour regulation. The IATSE is understood to be solidly in support of the State Board's recommendations.

Rodgers Maps Plans

(Continued from page 1)

pictures, all completed, will discuss plans for extensive distribution campaigns with Louis B. Mayer, Dore Schary, E. J. Mannix and other studio executives.

Expecting to stay at the studio for several weeks, Rodgers will see such films ready for release as "To Please a Lady," "The Toast of New Orleans," "Mrs. Miniver," "Two Weeks with Love," "King Solomon's Mines," "Kim," "Pagan Love Song," "Watch the Birdie," "The Magnificent Yankee," "Three Guys Named Mike," "Mrs. O'Malley and Mr. Malone," "Mr. Imperium," "Grounds for Marriage," "Vengeance Valley" and "Royal Wedding."

He also will see about three-fourths of the footage made to date of "Quo Vadis," still in production in Italy, and initiate discussions with other executives on plans for its presentation next year. He is also expected to outline plans for special premiere engagements of "King Solomon's Mines" and "Kim," both in Technicolor, which probably will open during the holiday season.

Also scheduled for immediate attention are plans for the triple premiere of "To Please a Lady," to be held in Indianapolis, Akron and Cleveland on Oct. 5-6 with attendance of stars and civic cooperation.

Plans have been completed for the premiere in New Orleans on Sept. 19 of the Technicolor musical, "The Toast of New Orleans." Kathryn Grayson, who co-stars with Mario Lanza and David Niven, will be guest of honor at a costume ball and parade which will highlight the opening.

Paramount Record

(Continued from page 1)

He credited Oscar Morgan, Paramount short subject sales manager, with having achieved a considerable increase in short subject distribution.

Allied Weighs

(Continued from page 1)

discuss buying methods as best applied to individual types of theatre operations.

Allied president Trueman T. Rembusch said plans of the convention committee called for breaking the morning sessions into six small meetings of different types of exhibitors: those from large town and suburban run theatres, small town exhibitors, those from large cities, subs[illegible]s and key neighborhood theatres, outdoor theatres and circuit buyers and bookers.

Discuss Problems

Each small meeting will discuss its own special problems. Then the afternoon sessions will discuss general problems.

Myers said that no matter how interesting other subjects might be, exhibitors must give first attention to the licensing of pictures. He declared that "some social clubs posing as exhibitor organizations, with an absurd show of self-righteousness, assert that films and film prices have no place in the discussions of exhibitor meetings. Allied has never subscribed to that view and holds that exhibitors have the same right to discuss product and prices at their conventions as the distributors have to consider them at their sales meetings. If there was ever a time for exhibitors to take stock of their situation, filmwise or otherwise, it is now."

Interest Widespread

Myers said interest in the problem was shown by the fact that advance reservations for the convention are running ahead of the advance for last year's record-breaking convention in Minneapolis.

While theatre intake may soon be rising, Myers said, "those dollars may be cheapened in value, so that exhibitors will be well advised to closely supervise their operations and salt away some of them against the inevitable day of reckoning." Myers promised the convention would "fully explore the business outlook."

Three sales managers, William F. Rodgers of Loew's, A. W. Smith of 20th-Fox and Al Schwalberg of Paramount, have already promised to be at the convention, Rembusch stated, and others may come. Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, will report on COMPO's status.

Rembusch said he did not expect "a great deal on theatre television at the forthcoming convention. He said he expected considerable discussion of H. A. Cole's plan for incentive selling and added that he understood "one or two distributors are looking on it with favor."

Lamont Cites Drive

(Continued from page 1)

Fox auspices, stated, "The campaign came at the right time and accomplished results. In my opinion, it caused the public to be in a less critical frame of mind. The public accepted as reality the fact that 'movies-are-better-than-ever.' The public is accepting today pictures which it might have been critical of before the campaign started."

PARAMOUNT'S ROUSING TRIBUTE TO THE U. S. MARINES IS YOURS FOR ARMISTICE DAY!

"From the halls of Montezuma to the shores of Tripoli"—it's the whole flaming story of how the lusty leathernecks raised the Stars-and-Stripes on foreign soil for the first time.

MAUREEN O'HARA · JOHN PAYNE

in

TRIPOLI

also starring

HOWARD DA SILVA

with

PHILIP REED · GRANT WITHERS

Directed by WILL PRICE · Written for the screen by Winston Miller

Produced by William H. Pine and William C. Thomas

Color by TECHNICOLOR

(Book the industry short "On Stage Everybody" and help our disabled vets.)

MISTER 880

"This is sheer delight — sparkling, warm-hearted, touchingly whimsical! It is pure entertainment, designed to delight the hearts of audiences from Times Square to Tompkins Corners and cause the exhibitor to reach happily for the black ink!"

And it stars Boxoffice-Hot **BURT LANCASTER**

There's No Business Like 20th CENTURY-FOX Business

Don't forget **ANDY SMITH WEEK** October 15-21

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FIRST

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 6 NO. 53 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 15, 1950 TEN CENTS

ee Big Cities Excluded from Group Selling

lowever, NY Subsequents ield Wanting 'Packages'

Notwithstanding disclosures by istributors that they are willing indulge in "package" deals and roup selling of pictures, exhibitors the New York Metropolitan area nd other "big city" areas are not eing invited to buy along these lines. loreover, it is held doubtful that uch practices ever will prevail in ose sections of "big cities" where ompetition is even moderately keen.

These factors have been brought to light by an intensification of interest among New York Metropolitan area exhibitors in the extent to which they would benefit by group selling

(*Continued on page 5*)

EL-FC Arbitration Waits Reply Filing

Although a week has passed since agle Lion Classics president William . MacMillen, Jr., told the company's ew York sales meeting that efforts ould be made to arbitrate the $500,- 00 litigation which Film Classics editor assignee Irving Kaufman has led against EL over the uncompleted erger of the two companies into LC, no arbitration "feelers" have een received yet by Kaufman from lacMillen.

Speculation has arisen that EL will

(*Continued on page 5*)

To Fly German Newsreel Here

Making what is described as an unprecedented specialized appeal to a foreign language group in the United States, the German-language Movietone News, made in Germany, will be flown to this country weekly to be shown here in German-language theatres, it was announced here yesterday by 20th Century-Fox.

The newsreels will be distributed by the Casino Film Exchange, Inc. of New York, to all theatres specializing in German-language films.

Government Again Appoints Pinanski Bond Drive Head

Because of his achievements in directing the motion picture industry's bond sales efforts last spring, Samuel Pinanski of Boston, president of the Theatre Owners of America, has been named by the U. S. Treasury Department and the Council of Motion Picture Organizations to continue as chairman of a committee that will handle all motion picture activities in connection with an accelerated bond drive to be put on by the Treasury this fall to encourage increased payroll savings.

Pinanski will take his place among leaders of other industries who will be charged with the duty of building up a greater appreciation of payroll savings. It is understood that while the fall drive is a specialized approach to the government's fiscal problems it will act as a foundation for a great public bond offering later.

Rubin Will Leave SIMPP Legal Post

Robert J. Rubin, general counsel of the Society of Independent Motion Picture Producers, will resign that post in the near future to enter the private practice of law here.

His association with SIMPP may be continued, however, in the event that discussions now under way on the Coast result in an agreement by which SIMPP would become a client of Rubin's in his general practice. Rubin is now in Hollywood with Ellis Arnall, SIMPP president, who is expected here early next week, with Rubin expected later.

According to reports, no successor

(*Continued on page 5*)

Para. Gets Loan of $9,000,000 on Bldg.

The 1501 Broadway Corp., wholly-owned subsidiary of Paramount Pictures Corp., has received a $9,000,000 loan from the Prudential Insurance Co., consisting of a $7,000,000 mortgage on the Paramount Building here and a $2,000,000 note guaranteed by Paramount Pictures. The mortgage loan runs for 20 years from Sept. 13, 1950, and the $2,000,000 loan is for 10 years from Sept. 1, 1950.

According to a joint statement by

(*Continued on page 5*)

Studio Strike Tilt Goes to High Court

HOLLYWOOD, Sept. 14.—Steps to prevent NLRB certification of IATSE Studio Mechanics Local No. 468 as the bargaining agent for carpenters in Hollywood studios have been taken in Washington, Studio Carpenters Local No. 946 revealed today following the disclosure late Wednesday that the IATSE had won a sweeping victory in the NLRB election held last March, with the ballot count now completed.

Local 946 revealed that counsel had

(*Continued on page 4*)

Canada and US to Discuss Cooperation in Emergency

OTTAWA, Sept. 14.—Cooperation between the Canadian and U. S. motion picture industries, and with their respective governments, in view of the tightening defense measures being taken in both countries is expected to be a major subject at the meeting of the Association of Motion Picture Producers and Laboratories of Canada, scheduled for Sept. 29-30 at the Chateau Laurier Hotel here.

Problems facing the assembled industry leaders will include possible higher taxes, restrictions on building, material and labor shortages and the outlook for sales.

Representatives of both Canadian and U. S. film interests will attend the meeting and the Canadian gov-

(*Continued on page 5*)

Coast Blueprint of War Effort Is Set

The Hollywood segment of the Council of Motion Picture Organizations represented by the Motion Picture Industry Council has completed its blueprint of war effort cooperation between the U. S. Government and the West Coast, but has been asked by the COMPO special wartime cooperation committee to withhold activation of the plan until exhibition and distribution have completed their particular plans for industry-government wartime cooperation.

The MPIC elements acted speedily and with considerable facility when

(*Continued on page 4*)

DC Exhibitors Urge 21-Day Availabilities

Basis of 8-Point Plan To Increase Business

WASHINGTON, Sept. 14.—Washington exhibitors today voted to demand that distributors grant an automatic 21-day availability. This was approved at a stormy session of the Motion Picture Theatre Owners of Metropolitan Washington.

The demand was the key plank in an eight-point program to boost local box office business presented to the meeting by a special three-man committee, consisting of Frank Boucher, Louis Bernheimer and Lloyd Wineland, Jr.

The meeting also approved committee recommendations to ask that when-

(*Continued on page 4*)

N. Y. Availabilities Situation 'Improved'

A "marked improvement" in the film availabilities situation has been noted by New York area exhibitors.

Queried as to whether complaints registered with distributors by Allied Theatre Owners of New Jersey could be credited with having brought about a reduction in alleged availability delays, Wilbur Snaper, president of the organization, said yesterday that he could not express an opinion in that regard without speculating. He thought it quite possible, however, that

(*Continued on page 5*)

Bergson Resigns as Anti-Trust Chief

Washington, Sept. 14.—Assistant Attorney General Herbert A. Bergson, head of the Justice Department's anti-trust division, has submitted his resignation, effective Sept. 30.

Bergson, who took over in June, 1948, worked out the RKO and Paramount consent decrees for the government and has been prominent in the consent decree talks with 20th Century-Fox and Warner Brothers. There was no indication who would succeed him in the anti-trust post.

Bandits Shoot Two For Pathe Payroll

Two messengers, carrying a $23,000 payroll destined for the Pathe Laboratory here, were ruthlessly shot down by two holdup men early yesterday. Both messengers were wounded seriously, with one still in a critical condition at a late hour yesterday. The bandits, aided by a third man in a car, escaped with the payroll.

According to a Pathe spokesman, the $23,000 was fully insured and the laboratory will suffer no loss.

Meanwhile in Brooklyn yesterday Strand Theatre manager William McLoughlin was robbed of a $2,200 payroll.

Personal Mention

SILAS F. SEADLER, M-G-M advertising head, will leave here today by plane for the Coast.

•

RICHARD A. HARPER, assistant to M-G-M vice-president and general sales manager WILLIAM F. RODGERS, was given a luncheon yesterday at Piccadilly Circus here by home office associates on his forthcoming marriage to SCHATZIE ROYAL, daughter of JOHN F. ROYAL, NBC vice-president.

•

ART ARTHUR, Motion Picture Industry Council executive on the Coast, left New York last night for Hollywood.

F. C. GRAINGER, Shea Circuit head, left here yesterday for Washington, D. C., and a three-week tour of Shea houses in Ohio, Pennsylvania and New York.

•

RAY E. SMITH, Shea Circuit executive, will return here on Monday from a tour of Shea Theatres in New York State.

•

GROVER PARSONS, Eagle Lion Classics Atlanta branch manager, has returned to that city from New York.

•

LOU ARRU, president of American Drive-In Theatres, Louisville, has left there for a tour of Europe.

Para. Sets Release of War Film on Korea

"Cassino to Korea," a new Paramount hour-long film, featuring a narration by war correspondent Quentin Reynolds, will be issued for national release in October, A. W. Schwalberg, president of Paramount Film Distributing Corp., announced yesterday.

"Cassino to Korea" has received the approval of the Department of Defense, Paramount said.

Produced by A. J. Richard, head of Paramount News, and directed by Edward Genock, the film is said to draw a parallel between the present fighting in Korea and the American campaign up the boot of Italy in 1943.

"Cassino to Korea" is a compilation of front-line footage, much of which has never been shown to the public, according to the company. It is said to have been made under fire by Paramount News cameramen and photographers of the Army Signal Corps, plus films captured from Italian, German and Japanese military photographic units.

"Stars" of the film are Allied and United Nations troops.

Schwartz to L. A. for 'Boost Business' Meet

LOS ANGELES, Sept. 14.—Sol A. Schwartz, executive vice-president and general manager of RKO Theatres, will arrive here on Saturday, and on Monday he will preside at the fourth and final regional meeting being held in conjunction with RKO Theatres' "Boost Your Business" campaign to be conducted during October, November and December.

Schwartz will not return to New York immediately after Monday's session, but will remain on the Coast viewing new product at major studios.

Nashville to Have TV

NASHVILLE, Sept. 14.—WSF, which has operated a radio station in Nashville for the past 25 years, inaugurates television on Sept. 30 with a chain hook-up through Louisville. Crescent Amusement Co. is prepared to install TV receiving apparatus in its theatres.

Cole Urges Owners To Attend 'Clinic'

DALLAS, Sept. 14.—Col. H. A. Cole, chairman of national Allied's percentage committee, today urged all independent exhibitors to attend the Allied convention to be held in the William Penn Hotel at Pittsburgh Oct. 2-4, and to participate in the national film clinic. Cole, together with Charles Niles, will head up the forum and film-buying "school" for small-town theatres.

Cole says, "We want to hear from exhibitors themselves if the commitments (from distributors on terms, etc.) received by our committee are being lived up to. We want to discuss with exhibitors not only these commitments, but also their rights in selective buying. We want to bring to every exhibitor proven methods in buying film where the exhibitor is faced in a situation with a declining box-office or with a lack of a legitimate profit in his operation."

Velde Named ELC's Detroit Branch Head

CHICAGO, Sept. 14. — Jim Velde, formerly Eagle Lion Classics Des Moines branch manager, has been named to succeed George Lefko as Detroit branch manager, by William J. Heineman, distribution vice-president. At the same time, Carl Olson has been promoted from salesman to Des Moines branch manager, replacing Velde.

Announcement came at the opening day of ELC's three-day regional sales meeting now being held in the Blackstone Hotel here.

Dore Schary Begins Pre-Campaign Drive

HOLLYWOOD, Sept. 14.—Dore Schary, campaign chairman of the Permanent Charities Committee, launched a pre-campaign drive for donations from top-bracket earners at a luncheon held today at the 20th Century-Fox studio, where 90 ranking employes were solicited for substantial contributions.

The campaign officially opens Oct. 9, with a goal of $1,345,000. The second pre-campaign solicitation will be made tomorrow at Paramount.

Blumenstock Sets Up Multiple Premiere

Plans for the world premiere of Warner Brothers' "Rocky Mountain," starring Errol Flynn, simultaneously in 300 Western theatres on Oct. 5, have been set by Mort Blumenstock, vice-president in charge of advertising and publicity. The multiple premiere will utilize an over-all program similar to that used for Warner's previous saturation premieres.

Branch managers, office managers and bookers in Warner's Denver, Los Angeles, Portland, Salt Lake City, San Francisco and Seattle offices have been alerted of the advance promotion preparations currently in work, and of how they can cooperate with exhibitors for maximum results. A blueprint of every phase of activity has been forwarded to all company representatives in those areas.

Available is a special publicity-advertising-exploitation kit which has been distributed to all premiere playdates so that the theatres will be completely coordinated with area plans.

Morrow and Sharp Form Casting Firm

Marjorie Morrow, formerly casting director of CBS here and Eastern talent head of Warner Brothers, and Doris Sharp have formed a new casting firm with offices in New York and Hollywood, servicing agencies, studios and producers in motion pictures, television, radio and stage. In addition to individual casting, they will operate on a yearly retainer or package basis for whole casts.

Zimbalist Sets 'Crusoe'

HOLLYWOOD, Sept. 14.—Producer Sam Zimbalist will head back to Hollywood from Rome and launch preparations on his next, "Robinson Crusoe," immediately on completion of filming there of his M-G-M production of "Quo Vadis," which he expects to wind up in late October or early November, according to word reaching here from the Italian capital. Zimbalist will again star Stewart Granger in "Robinson Crusoe," as he did in his recently-completed "King Solomon's Mines." The producer plans to film the Technicolor production in the Bahamas.

D.C. MPTO Okays TOA in COMPO

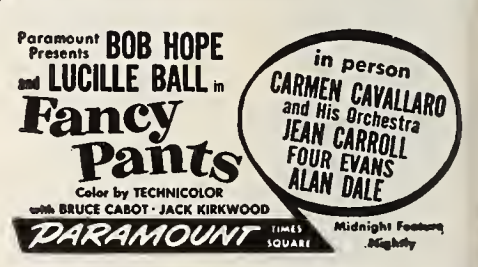
Washington, Sept. 14.—Participation in the Council of Motion Picture Organizations by the Theatre Owners of America was approved at a meeting today of the Motion Picture Theatre Owners of Metropolitan Washington, a TOA affiliate.

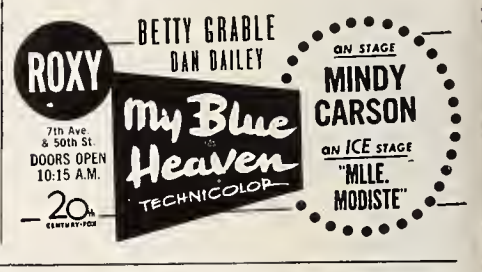
'Art' House for Detroit

DETROIT, Sept. 14.—The Coronet, a new theatre operated by Albert Dezel and Leon Weingarden, has opened here with an announced policy of presenting foreign films. The J. Arthur Rank production, "Rocking Horse Winner," opened the house.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
'SUNSET BOULEVARD'
William Holden • Gloria Swanson
Erich Von Stroheim
A Paramount Picture
SPECTACULAR STAGE PRESENTATION





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STOCK SOARS

SECOND HIGHEST FIRST 5 DAYS IN 2½ YEARS AT THE CAPITOL, N. Y.

M-G-M's "SUMMER STOCK" SOCKO!

M-G-M adds another top-grosser to its Technicolor Musical Parade: "Annie Get Your Gun," "Duchess Of Idaho," "Three Little Words." And watch for "Toast Of New Orleans," "Two Weeks With Love" and more!

HERE ARE TYPICAL "SUMMER STOCK" RESULTS:

—Tops "Annie Get Your Gun" in 14 comparable spots.
—In 5 cities it tops "Father Of The Bride" July 4th business.
—In 5 cities it beats Thanksgiving records of "Adam's Rib."
—Six day gross in Worcester is $184 less than "Battleground."
Every day in every way it's getting Bigger and Bigger!

★

M-G-M presents JUDY GARLAND • GENE KELLY in "SUMMER STOCK" co-starring EDDIE BRACKEN • GLORIA DE HAVEN MARJORIE MAIN • PHIL SILVERS • With Ray Collins • Color by TECHNICOLOR • Screen Play by George Wells and Sy Gomberg • Story by Sy Gomberg • Music by Harry Warren • Lyrics by Mack Gordon • Directed by CHARLES WALTERS Produced by JOE PASTERNAK • A Metro-Goldwyn-Mayer Picture

IF YOU WANT GOOD NEWS PHONE YOUR M-G-M EXCHANGE!

Higher Remittance Seen in Australia

Sydney, Sept. 10 (By Airmail)—American film company representatives here are most optimistic about chances of getting extra dollars out of Australia. News of the $100,000,000 loan from the World Bank has caused distributors to argue that the government should provide some of that money to ease frozen dollars. At present, distributors can send only 50 per cent of their earnings to the U. S. It is generally held in the trade that the American companies hope to see the government relaxing the freeze by 20 per cent, leaving 30 per cent frozen here.

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BOSTON, Sept. 14.—A number of theatres and organizations have pledged to finance the expenses involved in raising money for the 1950 Jimmy Fund Drive, Samuel Pinanski, chairman of the drive's finance committee revealed today.

Pinanski said the following companies and organizations have volunteered: American Theatres Corp., Interstate Theatres Corp., Lockwood and Gorden Theatres, New England Theatres, Inc., The Variety Club of New England, and Boston Braves Baseball Club.

D.C. Exhibitors Seek 21 Days

(*Continued from page* 1)

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Other Issues

Three others, dealing with cooperative advertising, use of television to advertise product, better public relations with newspapers, radio and television, were referred back to a new four-man committee, consisting of the three original committee members, plus Sidney Lust, to be wrapped into one big proposal. The eighth point, to explore the idea of using "Movie Monie," as a promotion, was rejected.

In its report, the three-man committee said that the past six to eight months have been very bad ones. While "there is nothing wrong with our business that good pictures won't cure," the report said, some new ideas and suggestions might help business on pictures that are not sure box-office hits.

The report said many exchanges are ignoring completely the availability 21-day break and instead are breaking anywhere from 28 to 60 days. An automatic 21-day break, it declared, would give the theatres a better selection of pictures and also allow customers to pick from many pictures for neighborhood theatres instead of just two or three.

The new four-man committee is supposed to take the matter up with local branch managers, and if they don't meet with success there, to take it up wtih home offices. One committee member said he thought they would try and meet with the managers before Sept. 25 so they could report to exhibitors at a meeting early in October.

On the drive-ins, the committee said it wondered "how the exchanges would react if we admitted children accompanied by parents free of charge. Of course, if this privilege is extended to drive-ins, there can be no complaint if we follow the same procedure in the city."

Cooperative Advertising

Turning to cooperative advertising, the three-man committee said that "entirely too much money is being spent on advertising the first-runs, while ignoring completely the second-runs." It suggested neighborhood theatres and exchanges go 50-50 on ads for neighborhood showings. The committee urged that film companies participate with the Association or individual theatres on a television show advertising the outstanding break picture of a particular week, and that the Association itself take time on television six nights a week and show National Screen trailers of the outstanding break picture scheduled that week.

Mankiewicz Accepts 'Democracy' Award

Joseph L. Mankiewicz, director and co-author of the 20th Century-Fox film, "No Way Out," accepted the annual award of the Metropolitan Council of B'nai Brith last night at New York's Henry Hudson Hotel. The plaque is given to "the one who during the preceeding year did the most in the field of literature and art in furthering the American democratic ideal."

Mankiewicz, in accepting the award, defended what he called "a new minority—the American Liberal." He, said Mankiewicz, "is being slandered, libeled, persecuted and threatened with extinction." The "new minority," declared Mankiewicz, "detests" both Fascism and Communism.

House Backs Excess Profits Tax Move

WASHINGTON, Sept. 14. — The House went on record today in favor of enactment of excess profits tax at this session of Congress, but there is still a good deal of doubt whether such a tax will be enacted.

The House action came in sending the $4,508,000,000 general tax bill to conference. The House voted to instruct its conferees to try and include a provision directing the House Ways and Means Committee and the Senate Finance Committee to report back an excess profits tax bill later this year.

To All

THEATRE OWNERS IN AMERICA

YOU

Are cordially invited to attend the ANNUAL TESMA TRADE SHOW (THE SHOWMEN'S SHOW) which will be presented on October 8-9-10-11, 1950 at the STEVENS HOTEL, CHICAGO, ILLINOIS

SEE

Every type and kind of equipment used in the conventional and drive-in theatre, including furnishings, building materials, and concession equipment, displayed in more than 125 booths.

HEAR

Speakers from all branches of the theatrical industry and government discuss the industry's problems of the hour at an open meeting in the Grand Ballroom of the STEVENS HOTEL on Monday, October 9th, at 1:00 P.M.

TALK

To the men personally who manufacture the equipment you use. They will ALL be there.

COME

Don't miss it. It happens only once a year. This Show will be bigger and better than ever before.

Make your hotel reservations NOW.

TESMA THEATRE EQUIPMENT & SUPPLY MANUFACTURERS ASSOCIATION, Inc.

Ballance Concludes 'Two Flags' Meeting

ATLANTA, Sept. 14.—Completion of a two-day meeting here was announced today by Harry Ballance, Southern division manager for 20th Century-Fox, who held a series of conferences on plans for the world premiere of "Two Flags West" at the Fox Theatre in this city on Oct. 11. The premiere will spearhead a mass day-and-date opening in more than 400 theatres in this area.

Attending the sessions were the 20th Century-Fox personnel of the local office, and Tommy Read and his staff of the Fox Theatre; Jimmy Gillespie, field exploiteer in the Southern division, and Stirling Silliphant, promotion manager of the company, who arrived from New York.

Big Radio Campaign For 'Mister 880'

An extensive radio campaign for 20th Century-Fox's "Mister 880," using the picture's unusual title for a tie-in, is being planned through the cooperation of WCBS, in New York.

The station is arranging for a series of "cross-plugs" along the following lines: "For your favorite radio programs, turn to 880 on your dial. For your favorite film, see 'Mister 880' at the Roxy Theatre." The promotion will get underway a week before the Sept. 29 opening.

Alabama Theatre Opened

FORT PAYNE, Ala., Sept. 14.—The new DeKalb Theatre, replacing an older theatre, has opened, with E. M. Box, Jr., as manager. Col. Thomas E. Orr of Albertville, Ala., owns the local Strand and the new DeKalb.

File 8 Percentage Actions in Raleigh

RALEIGH, N. C., Sept. 14.—E. G. Crews is the defendant in eight percentage actions filed separately here by RKO, 20th Century-Fox, Paramount, Warner, United Artists, Columbia, Universal and Loew's in U. S. District Court. Damages asked are based on alleged under-reporting of receipts at the Carolina and Orpheum theatres at Oxford, N. C.

William T. Joyner and Howard E. Powers of Raleigh are attorneys for the plaintiffs, with Sargoy and Stein of New York as counsel.

Poster Firm Sues NSS, Distributors

CLEVELAND, Sept. 14. — An antitrust suit asking treble damages of $45,000 was filed in Federal court here today by the Independent Poster Rental Co. against National Screen Service, NSS branch manager Nat Barach and 16 producer-distributor companies, charging monopolistic practices in the distribution of theatre advertising materials.

Studio Strike Tilt

(*Continued from page* 1)

filed 1,500 motions before the U. S. Supreme Court, naming individual members, seeking writs of mandamus and prohibition against the NLRB to prevent certification of the "IA" local on various grounds, including the claim that ballots protested by the IATSE had been thrown out. The action stems from the jurisdictional dispute which set off the 1946 studio strike.

Para. Loan

(*Continued from page* 1)

Barney Balaban, president of Paramount Pictures, and Donald C. Hulmes, head of Prudential's mortgage loan office, the financing is part of the program set under the terms of the consent decree of March 3, 1949, under which Paramount completely divorced its U. S. theatre interests from production and distribution. The decree requires the newly-created Paramount Pictures Corp. to dispose of the Paramount Building within five years of the date of the decree.

Several preliminary negotiations looking towards sale of the building have been reported during the past year, at a price understood to be between $11,000,000 and $13,000,000.

Meanwhile, leases for office space held by Paramount Pictures and United Paramount Theatres and a lease for operation of the Paramount Theatre, held by Paramount Pictures Thetres Corp., will be continued in effect by 1501 Broadway Corp.

Paramount was represented in the loan negotiations by Austin C. Keough, vice-president, secretary and general counsel of Paramount Pictures, and the law firm of Simpson, Thacher and Bartlett.

Paramount's announcement gave no indication of the use to which the loan will be put. However, the company has shown an intention to reduce the amount of its common stock outstanding and it is believed likely that at least some portion of the new capital may be put to this purpose. Several months ago it made a standing offer, which has since expired, to purchase its common stock at $21 per share. The stock closed at 21⅛ on the N. Y. Stock Exchange yesterday.

N. Y. Availabilities

(*Continued from page* 1)

letters of complaint which he addressed recently to the distributors' New York branch managers contributed to some extent to the improvement noted.

Snaper will report in full on the branch managers' replies at the meeting of the New Jersey Allied board scheduled for Sept. 26 here. The board is expected to develop at the meeting specific recommendations regarding availabilities for presentation to the national convention of Allied States in Pittsburgh on Oct. 2-4.

Snaper is understood to have protested in his letters to the branch managers that local exchanges are not making known dates for availability of prints sufficiently in advance to give exhibitors in the state an opportunity to negotiate on rentals and prepare suitable advertising and exploitation campaigns. The New Jersey Allied president has contended that branches have been notifying theatremen of availability in many cases only three days in advance, whereas three weeks is preferable.

Canada and US

(*Continued from page* 1)

ernment will be represented by W. Arthur Irwin, Canadian Film Commisioner, and A. H. Newman, government film liaison officer attached to the Department of Trade and Commerce. Taylor Mills will represent the Motion Picture Association of America.

Reviews

"The Holy Year at the Vatican"

(*March of Time-Astor Pictures*)

AN illuminating view of Vatican City, coupled with its history and background, is contained in "The Holy Year at the Vatican." Produced by The March of Time and released by Astor Pictures, the 66-minute documentary is one of several being released by various companies in conjunction with the Holy Year as proclaimed by Pope Pius XII. The picture moves slowly and solemly and is greatly enhanced by the velvet voice of the Right Reverend Monsignor Fulton John Sheen who does the narration. While the subject of course is of special interest to Catholics, its appeal is to those of all faiths.

Opening with a pilgrimage from the United States to the Vatican, led by His Eminence Cardinal Spellman, the spectator is soon shown the various and intricate activities of the world's smallest state. Coming into view are the magnificent edifices of the city, the rituals and pageantries. Several candid glimpses of Pope Pius are caught by the camera and a considerable amount of his background is traced. When the great works of art are flashed on the screen one almost speculates on how more effective the subject would have been were it done in color. A short preface to the film is delivered by Kenny Delmar. Richard de Rochemont produced.

Running time, 66 minutes. General audience classification. Release date, Oct. 1.

MANDEL HERBSTMAN

"Across the Badlands"

(*Columbia*)

DETECTIVE story technique is added to typical Western action in "Across the Badlands," with Charles Starrett riding in a dual role as the Durango Kid and as Steve Ransom. Colbert Clark, producer, and Fred F. Sears, director, cleverly throw both the hero and the audience off the villain's trail until the final few minutes of the production.

As an ex-Texas Ranger, Starrett is hired by a railroad to find the Ranahan Trail—a 200 mile short-cut through the badlands—and break up a gang which is murdering all those who attempt to discover the route. At the outset, he finds that most of the settlers believe the gang leader is the owner of the town's only stagecoach.

The suspicion is neatly shifted to the possessor of most of the town real estate—a relative of the man who supposedly discovered the trail many years before. Aided by the stumbling of "Smiley" Burnette and the guns of Durango those men are proved innocent and the real killer revealed.

Also supporting the capable Starrett is Stanley Andrews who gives a creditable performance. The film moves along at a fairly smooth pace quickly brushing aside slight love interest to focus attention on the mystery.

Running time, 55 minutes. General audience classification. September release.

EL-FC Arbitration

(*Continued from page* 1)

take steps to arbitrate only after the company has filed answers to the summonses and the complaint which Kaufman filed against EL and its parent company, Pathe Industries. The defendants have until Sept. 27 to file the answers, having been granted an additional 20 days extension by the New York Supreme Court when it was found that EL attorneys would not have the reply document prepared by the original Sept. 28 filing deadline.

Reports Some Settlements

Kaufman said yesterday that settlement has been made with some former FC producers, and that a number have transferred distribution deals to ELC. He added, however, that others who have settled with FC have decided against making arrangements for the future with ELC and already have closed deals abroad for distribution of their pictures in overseas markets. Kaufman declined to identify any of the producers to whom he referred.

MacMillen, who was in Chicago yesterday to attend another ELC sales convention, indicated here last week that former FC producers were "signing up" with ELC.

Kaufman said yesterday that he and MacMillen already have agreed on the amount which FC creditors will receive in consequence of "tail end" selling of FC pictures. He said he could not agree with a statement represented as having come from MacMillen that the amount to be paid is the subject to be dealt with in arbitration.

Coast Blueprint

(*Continued from page* 1)

it became apparent that COMPO would make a pledge of cooperation to the government. On the other hand, exhibition and distribution appear to have to cut away considerable "red tape" of their own making before coming up with their own individual programs, and it is expected to be two weeks or even a month, before they have them ready.

MPIC representatives indicated here yesterday that the West Coast blueprint is a clear-cut outline of cooperaion and coordination between government agencies and Hollywood.

When distribution and exhibition have drawn up their individual plans they will be submitted to the COMPO board along with MPIC's, and the board will be asked to approve a single all-embracing blueprint.

Rubin to Leave

(*Continued from page* 1)

to Rubin will be appointed by SIMPP. Rubin handled the preparation and filing of the SIMPP antitrust suit, now pending in Federal Court in Detroit, against Cooperative Theatres of Michigan and United Detroit Theatres.

Murray Joins WPTZ

Edward G. Murray, formerly with the sales department of Monogram Pictures, has joined station WPTZ, Philadelphia, as film buyer.

Group Selling

(*Continued from page* 1)

policies, and by a survey of distributors who have considered the possibilities for making pictures available in groups.

At least one prominent New York area circuit operator has indicated that he will bring the issue before distribution executives. His belief is that there are many subsequent and subsubsequent runs in this area particularly that are eager to take "package" offers.

Columbia, 20th Century-Fox and M-G-M are companies that have given specific indications that "package" deals or group sales will or may become a part of their distribution practices.

Only One 'Package'

Twentieth-Fox and M-G-M have yet to announce application of such practices to any area, while Columbia last June inaugurated "as a convenience to exhibitors" a deal whereby theatres could purchase all of the films which the company will produce during 1950-51 as a single "package."

"Package" and group selling are in keeping with the trade practice provisions of the industry antit-trust suit decree. A clause calling for picture-by-picture and theatre-by-theatre selling applies to the distributor's not making the purchase of certain films conditional on the exhibitor's purchase of others. However, there is nothing to prevent an exhibitor from voluntarily buying films in a group, providing he is given a 20 per cent cancellation privilege.

M-G-M Awaits Ruling

An M-G-M sales executive, who yesterday said the company still is awaiting word from its atttorneys as to whether or not it can adopt group selling, expressed doubt that exhibitors in other than closed situations and reltaively uncompetitive areas would become "package" licencees. He viewed group sales as meriting the interest only of rural customers or theatres particularly in locations where competition is not a consideration.

Embodied in the Columbia deal was the right to cancel one-fifth of the product leased within a certain period and under certain conditions. The inauguration evolved from conferences between A. Montague, Columbia general sales manager, and Charles Niles, Allied Caravan director. The company indicated at the time that it would not "encourage" this kind of selling and, to date, according to interested New York area owners. Columbia has confined the policy to Iowa and Nebraska. Montague has been unavailable for comment on whether "big cities" ultimately would be brought within the orbit of its application.

Following 20th-Fox's recent series of 'Showmanship" meetings, that company announced that in consequence of exhibitor requests it would be willing to sell in groups of 20 pictures with a 20 per cent cancellation privilege. The idea was to make such selling available to exhibitors who wanted it, but, as yet, it has been applied to neither rural nor "big city" areas.

Theatremen in general are understood to view group selling with favor because it could enable them to plan their exploitation campaigns far ahead.

Higher Remittance Seen in Australia

Sydney, Sept. 10 (By Airmail)—American film company representatives here are most optimistic about chances of getting extra dollars out of Australia. News of the $100,000,000 loan from the World Bank has caused distributors to argue that the government should provide some of that money to ease frozen dollars. At present, distributors can send only 50 per cent of their earnings to the U. S. It is generally held in the trade that the American companies hope to see the government relaxing the freeze by 20 per cent, leaving 30 per cent frozen here.

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Other Issues

Three others, dealing with cooperative advertising, use of television to advertise product, better public relations with newspapers, radio and television, were referred back to a new four-man committee, consisting of the three original committee members, plus Sidney Lust, to be wrapped into one big proposal. The eighth point, to explore the idea of using "Movie Monie," as a promotion, was rejected.

In its report, the three-man committee said that the past six to eight months have been very bad ones. While "there is nothing wrong with our business that good pictures won't cure," the report said, some new ideas and suggestions might help business on pictures that are not sure box-office hits.

The report said many exchanges are ignoring completely the availability 21-day break and instead are breaking anywhere from 28 to 60 days. An automatic 21-day break, it declared, would give the theatres a better selection of pictures and also allow customers to pick from many pictures for neighborhood theatres instead of just two or three.

The new four-man committee is supposed to take the matter up with local branch managers, and if they don't meet with success there, to take it up wtih home offices. One committee member said he thought they would try and meet with the managers before Sept. 25 so they could report to exhibitors at a meeting early in October.

On the drive-ins, the committee said it wondered "how the exchanges would react if we admitted children accompanied by parents free of charge. Of course, if this privilege is extended to drive-ins, there can be no complaint if we follow the same procedure in the city."

Cooperative Advertising

Turning to cooperative advertising, the three-man committee said that "entirely too much money is being spent on advertising the first-runs, while ignoring completely the second-runs." It suggested neighborhood theatres and exchanges go 50-50 on ads for neighborhood showings. The committee urged that film companies participate with the Association or individual theatres on a television show advertising the outstanding break picture of a particular week, and that the Association itself take time on television six nights a week and show National Screen trailers of the outstanding break picture scheduled that week.

Mankiewicz Accepts 'Democracy' Award

Joseph L. Mankiewicz, director and co-author of the 20th Century-Fox film, "No Way Out," accepted the annual award of the Metropolitan Council of B'nai Brith last night at New York's Henry Hudson Hotel. The plaque is given to "the one who during the preceeding year did the most in the field of literature and art in furthering the American democratic ideal."

Mankiewicz, in accepting the award, defended what he called "a new minority—the American Liberal." He, said Mankiewicz, "is being slandered, libeled, persecuted and threatened with extinction." The "new minority," declared Mankiewicz, "detests" both Fascism and Communism.

House Backs Excess Profits Tax Move

WASHINGTON, Sept. 14. — The House went on record today in favor of enactment of excess profits tax at this session of Congress, but there is still a good deal of doubt whether such a tax will be enacted.

The House action came in sending the $4,508,000,000 general tax bill to conference. The House voted to instruct its conferees to try and include a provision directing the House Ways and Means Committee and the Senate Finance Committee to report back an excess profits tax bill later this year.

To All

THEATRE OWNERS IN AMERICA

YOU

Are cordially invited to attend the ANNUAL TESMA TRADE SHOW (THE SHOWMEN'S SHOW) which will be presented on October 8-9-10-11, 1950 at the STEVENS HOTEL, CHICAGO, ILLINOIS

SEE

Every type and kind of equipment used in the conventional and drive-in theatre, including furnishings, building materials, and concession equipment, displayed in more than 125 booths.

HEAR

Speakers from all branches of the theatrical industry and government discuss the industry's problems of the hour at an open meeting in the Grand Ballroom of the STEVENS HOTEL on Monday, October 9th, at 1:00 P.M.

TALK

To the men personally who manufacture the equipment you use. They will ALL be there.

COME

Don't miss it. It happens only once a year. This Show will be bigger and better than ever before.

Make your hotel reservations NOW.

TESMA THEATRE EQUIPMENT & SUPPLY MANUFACTURERS ASSOCIATION, Inc.

Ballance Concludes 'Two Flags' Meeting

ATLANTA, Sept. 14.—Completion of a two-day meeting here was announced today by Harry Ballance, Southern division manager for 20th Century-Fox, who held a series of conferences on plans for the world premiere of "Two Flags West" at the Fox Theatre in this city on Oct. 11. The premiere will spearhead a mass day-and-date opening in more than 400 theatres in this area.

Attending the sessions were the 20th Century-Fox personnel of the local office, and Tommy Read and his staff of the Fox Theatre; Jimmy Gillespie, field exploiteer in the Southern division, and Stirling Silliphant, promotion manager of the company, who arrived from New York.

Big Radio Campaign For 'Mister 880'

An extensive radio campaign for 20th Century-Fox's "Mister 880," using the picture's unusual title for a tie-in, is being planned through the cooperation of WCBS, in New York.

The station is arranging for a series of "cross-plugs" along the following lines: "For your favorite radio programs, turn to 880 on your dial. For your favorite film, see 'Mister 880' at the Roxy Theatre." The promotion will get underway a week before the Sept. 29 opening.

Alabama Theatre Opened

FORT PAYNE, Ala., Sept. 14.—The new DeKalb Theatre, replacing an older theatre, has opened, with E. M. Box, Jr., as manager. Col. Thomas E. Orr of Albertville, Ala., owns the local Strand and the new DeKalb.

File 8 Percentage Actions in Raleigh

RALEIGH, N. C., Sept. 14.—E. G. Crews is the defendant in eight percentage actions filed separately here by RKO, 20th Century-Fox, Paramount, Warner, United Artists, Columbia, Universal and Loew's in U. S. District Court. Damages asked are based on alleged under-reporting of receipts at the Carolina and Orpheum theatres at Oxford, N. C.

William T. Joyner and Howard E. Powers of Raleigh are attorneys for the plaintiffs, with Sargoy and Stein of New York as counsel.

Poster Firm Sues NSS, Distributors

CLEVELAND, Sept. 14. — An anti-trust suit asking treble damages of $45,000 was filed in Federal court here today by the Independent Poster Rental Co. against National Screen Service, NSS branch manager Nat Barach and 16 producer-distributor companies, charging monopolistic practices in the distribution of theatre advertising materials.

Studio Strike Tilt

(*Continued from page* 1)

filed 1,500 motions before the U. S. Supreme Court, naming individual members, seeking writs of mandamus and prohibition against the NLRB to prevent certification of the "IA" local on various grounds, including the claim that ballots protested by the IATSE had been thrown out. The action stems from the jurisdictional dispute which set off the 1946 studio strike.

Para. Loan

(Continued from page 1)

Barney Balaban, president of Paramount Pictures, and Donald C. Hulmes, head of Prudential's mortgage loan office, the financing is part of the program set under the terms of the consent decree of March 3, 1949, under which Paramount completely divorced its U. S. theatre interests from production and distribution. The decree requires the newly-created Paramount Pictures Corp. to dispose of the Paramount Building within five years of the date of the decree.

Several preliminary negotiations looking towards sale of the building have been reported during the past year, at a price understood to be between $11,000,000 and $13,000,000.

Meanwhile, leases for office space held by Paramount Pictures and United Paramount Theatres and a lease for operation of the Paramount Theatre, held by Paramount Pictures Thetres Corp., will be continued in effect by 1501 Broadway Corp.

Paramount was represented in the loan negotiations by Austin C. Keough, vice-president, secretary and general counsel of Paramount Pictures, and the law firm of Simpson, Thacher and Bartlett.

Paramount's announcement gave no indication of the use to which the loan will be put. However, the company has shown an intention to reduce the amount of its common stock outstanding and it is believed likely that at least some portion of the new capital may be put to this purpose. Several months ago it made a standing offer, which has since expired, to purchase its common stock at $21 per share. The stock closed at 21⅛ on the N. Y. Stock Exchange yesterday.

N. Y. Availabilities

(Continued from page 1)

letters of complaint which he addressed recently to the distributors' New York branch managers contributed to some extent to the improvement noted.

Snaper will report in full on the branch managers' replies at the meeting of the New Jersey Allied board scheduled for Sept. 26 here. The board is expected to develop at the meeting specific recommendations regarding availabilities for presentation to the national convention of Allied States in Pittsburgh on Oct. 2-4.

Snaper is understood to have protested in his letters to the branch managers that local exchanges are not making known dates for availability of prints sufficiently in advance to give exhibitors in the state an opportunity to negotiate on rentals and prepare suitable advertising and exploitation campaigns. The New Jersey Allied president has contended that branches have been notifying theatremen of availability in many cases only three days in advance, whereas three weeks is preferable.

Canada and US

(Continued from page 1)

ernment will be represented by W. Arthur Irwin, Canadian Film Commisioner, and A. H. Newman, government film liaison officer attached to the Department of Trade and Commerce. Taylor Mills will represent the Motion Picture Association of America.

Reviews

"The Holy Year at the Vatican"

(March of Time-Astor Pictures)

AN illuminating view of Vatican City, coupled with its history and background, is contained in "The Holy Year at the Vatican." Produced by The March of Time and released by Astor Pictures, the 66-minute documentary is one of several being released by various companies in conjunction with the Holy Year as proclaimed by Pope Pius XII. The picture moves slowly and solemly and is greatly enhanced by the velvet voice of the Right Reverend Monsignor Fulton John Sheen who does the narration. While the subject of course is of special interest to Catholics, its appeal is to those of all faiths.

Opening with a pilgrimage from the United States to the Vatican, led by His Eminence Cardinal Spellman, the spectator is soon shown the various and intricate activities of the world's smallest state. Coming into view are the magnificent edifices of the city, the rituals and pageantries. Several candid glimpses of Pope Pius are caught by the camera and a considerable amount of his background is traced. When the great works of art are flashed on the screen one almost speculates on how more effective the subject would have been were it done in color. A short preface to the film is delivered by Kenny Delmar. Richard de Rochemont produced.

Running time, 66 minutes. General audience classification. Release date, Oct. 1.

MANDEL HERBSTMAN

"Across the Badlands"

(Columbia)

DETECTIVE story technique is added to typical Western action in "Across the Badlands," with Charles Starrett riding in a dual role as the Durango Kid and as Steve Ransom. Colbert Clark, producer, and Fred F. Sears, director, cleverly throw both the hero and the audience off the villain's trail until the final few minutes of the production.

As an ex-Texas Ranger, Starrett is hired by a railroad to find the Ranahan Trail—a 200 mile short-cut through the badlands—and break up a gang which is murdering all those who attempt to discover the route. At the outset, he finds that most of the settlers believe the gang leader is the owner of the town's only stagecoach.

The suspicion is neatly shifted to the possessor of most of the town real estate—a relative of the man who supposedly discovered the trail many years before. Aided by the stumbling of "Smiley" Burnette and the guns of Durango those men are proved innocent and the real killer revealed.

Also supporting the capable Starrett is Stanley Andrews who gives a creditable performance. The film moves along at a fairly smooth pace quickly brushing aside slight love interest to focus attention on the mystery.

Running time, 55 minutes. General audience classification. September release.

EL-FC Arbitration

(Continued from page 1)

take steps to arbitrate only after the company has filed answers to the summonses and the complaint which Kaufman filed against EL and its parent company, Pathe Industries. The defendants have until Sept. 27 to file the answers, having been granted an additional 20 days extension by the New York Supreme Court when it was found that EL attorneys would not have the reply document prepared by the original Sept. 28 filing deadline.

Reports Some Settlements

Kaufman said yesterday that settlement has been made with some former FC producers, and that a number have transferred distribution deals to ELC. He added, however, that others who have settled with FC have decided against making arrangements for the future with ELC and already have closed deals abroad for distribution of their pictures in overseas markets. Kaufman declined to identify any of the producers to whom he referred.

MacMillen, who was in Chicago yesterday to attend another ELC sales convention, indicated here last week that former FC producers were "signing up" with ELC.

Kaufman said yesterday that he and MacMillen already have agreed on the amount which FC creditors will receive in consequence of "tail end" selling of FC pictures. He said he could not agree with a statement represented as having come from MacMillen that the amount to be paid is the subject to be dealt with in arbitration.

Coast Blueprint

(Continued from page 1)

it became apparent that COMPO would make a pledge of cooperation to the government. On the other hand, exhibition and distribution appear to have to cut away considerable "red tape" of their own making before coming up with their own individual programs, and it is expected to be two weeks or even a month, before they have them ready.

MPIC representatives indicated here yesterday that the West Coast blueprint is a clear-cut outline of cooperaion and coordination between government agencies and Hollywood.

When distribution and exhibition have drawn up their individual plans they will be submitted to the COMPO board along with MPIC's, and the board will be asked to approve a single all-embracing blueprint.

Rubin to Leave

(Continued from page 1)

to Rubin will be appointed by SIMPP. Rubin handled the preparation and filing of the SIMPP antitrust suit, now pending in Federal Court in Detroit, against Cooperative Theatres of Michigan and United Detroit Theatres.

Murray Joins WPTZ

Edward G. Murray, formerly with the sales department of Monogram Pictures, has joined station WPTZ, Philadelphia, as film buyer.

Group Selling

(Continued from page 1)

policies, and by a survey of distributors who have considered the possibilities for making pictures available in groups.

At least one prominent New York area circuit operator has indicated that he will bring the issue before distribution executives. His belief is that there are many subsequent and subsubsequent runs in this area particularly that are eager to take "package" offers.

Columbia, 20th Century-Fox and M-G-M are companies that have given specific indications that "package" deals or group sales will or may become a part of their distribution practices.

Only One 'Package'

Twentieth-Fox and M-G-M have yet to announce application of such practices to any area, while Columbia last June inaugurated "as a convenience to exhibitors" a deal whereby theatres could purchase all of the films which the company will produce during 1950-51 as a single "package."

"Package" and group selling are in keeping with the trade practice provisions of the industry antit-trust suit decree. A clause calling for picture-by-picture and theatre-by-theatre selling applies to the distributor's not making the purchase of certain films conditional on the exhibitor's purchase of others. However, there is nothing to prevent an exhibitor from voluntarily buying films in a group, providing he is given a 20 per cent cancellation privilege.

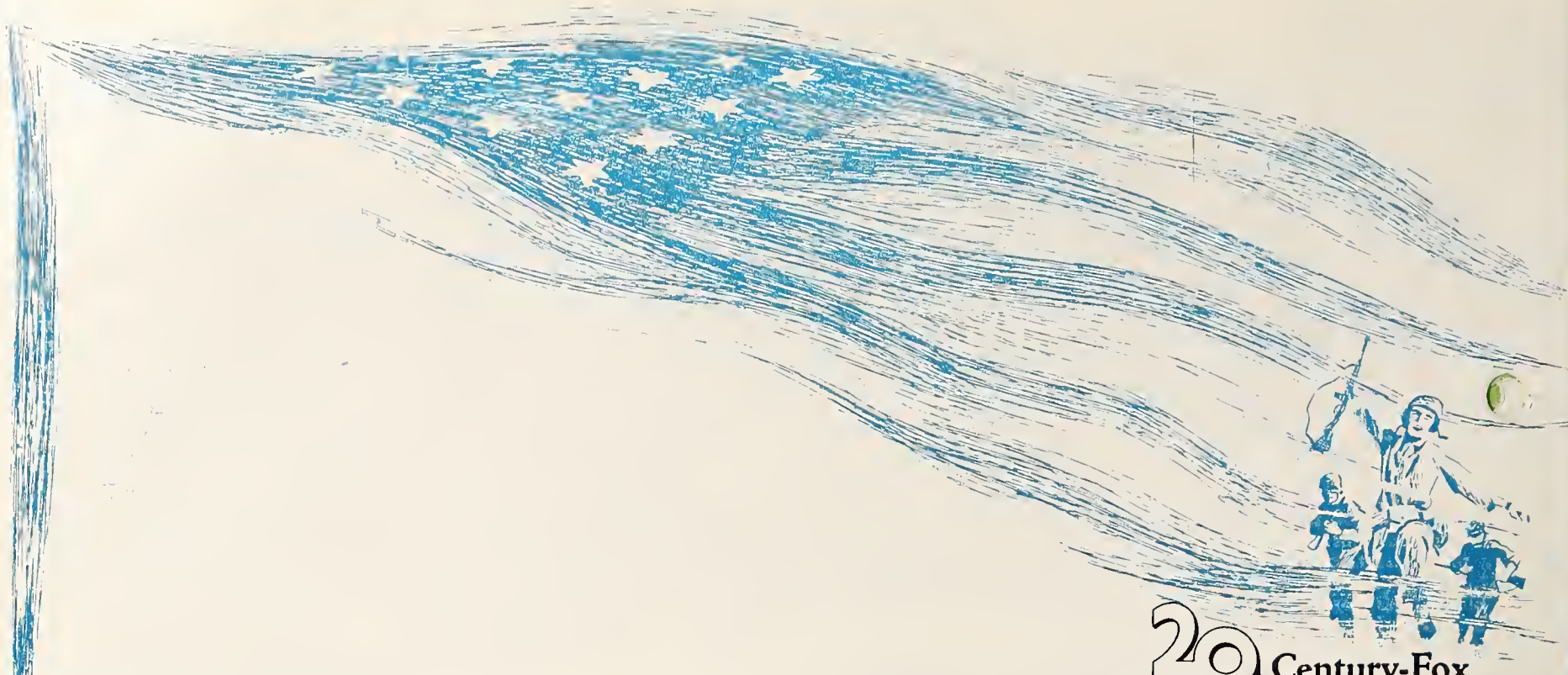
M-G-M Awaits Ruling

An M-G-M sales executive, who yesterday said the company still is awaiting word from its atttorneys as to whether or not it can adopt group selling, expressed doubt that exhibitors in other than closed situations and reltaively uncompetitive areas would become "package" licencees. He viewed group sales as meriting the interest only of rural customers or theatres particularly in locations where competition is not a consideration.

Embodied in the Columbia deal was the right to cancel one-fifth of the product leased within a certain period and under certain conditions. The inauguration evolved from conferences between A. Montague, Columbia general sales manager, and Charles Niles, Allied Caravan director. The company indicated at the time that it would not "encourage" this kind of selling and, to date, according to interested New York area owners. Columbia has confined the policy to Iowa and Nebraska. Montague has been unavailable for comment on whether "big cities" ultimately would be brought within the orbit of its application.

Following 20th-Fox's recent series of 'Showmanship" meetings, that company announced that in consequence of exhibitor requests it would be willing to sell in groups of 20 pictures with a 20 per cent cancellation privilege. The idea was to make such selling available to exhibitors who wanted it, but, as yet, it has been applied to neither rural nor "big city" areas.

Theatremen in general are understood to view group selling with favor because it could enable them to plan their exploitation campaigns far ahead.



"The best truly-recorded film of our time!"
—Parents Magazine

20th Century-Fox announces with great pride that it is privileged to offer for immediate exhibition a motion picture of extraordinary power and meaning for today. In terms of the past it is a dramatic warning for the future. American Showmen will want to bring this ringing reaffirmation of a free nation, a free world, a free people to every moviegoer in the land.

FAREWELL TO YESTERDAY

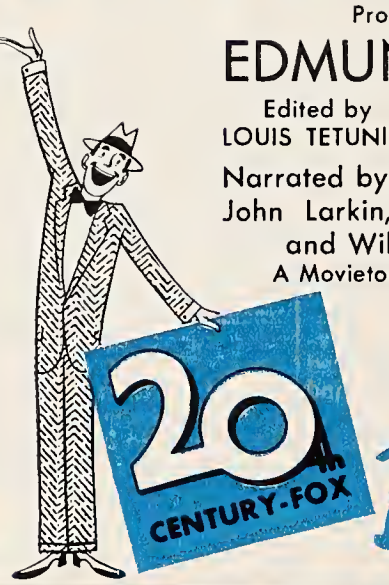
Produced by
EDMUND REEK

Edited by LOUIS TETUNIC • Written by JOSEPH KENAS

Narrated by Sidney Blackmer, John Larkin, Kermit Murdock and William Post, Jr.

A Movietonews Production

Don't forget
ANDY SMITH WEEK
October 15–21



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FIRST NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. NO. 54 NEW YORK, U. S. A., MONDAY, SEPTEMBER 18, 1950 TEN CENTS

75¢ Minimum Held Inimical To Theatres

MMPTA and ITOA Level 'Discrimination' Charge

Speaking in behalf of 700 theatres having membership in the Metropolitan Motion Picture Theatres Association and the New York Independent Theatre Owners Association, MMPTA president Leo Brecher on Friday charged that the proposed 50-75-cent New York State minimum wage for theatre employes is "discriminatory against the industry" and warned that the rates would, if enacted into law, "finish off" many small neighborhood theatres.

Brecher's remarks were made before State Industrial Commissioner Edward Corsi at the hearing on the proposed minimums held in the Bar Association Building here. His contentions were challenged by

(*Continued on page 5*)

Brandt-RKO Deal Talks Under Way

HOLLYWOOD, Sept. 17.—Meetings between Sam Dembow, Jr., intermediary in the negotiations by which Harry Brandt would acquire Howard Hughes' controlling interest in the post-divorcement RKO Theatres company, and Noah Dietrich, Hughes' executive assistant, continued here over the weekend in an effort to reach an

(*Continued on page 4*)

Spyros Skouras Is Named The 'Pioneer of the Year'

Spyros P. Skouras, president of 20th Century-Fox, has been named by the Motion Picture Pioneers—whose membership is limited to men with at least 25 years of service in the industry—as the "Pioneer of the Year." The announcement was made by Jack Cohn, Columbia executive vice-president and founder and president of the Pioneers.

Spyros P. Skouras

Skouras will receive the organization's award for outstanding achievement in his field at the Pioneers' 11th annual dinner, to be held Nov. 16 in the Waldorf-Astoria Hotel here.

Selection of Skouras was made by a unanimous vote of the Pioneers' board of directors, which is composed of film company heads. Previous award winners were Cecil B. DeMille, Adolph Zukor and Gus S. Eyssell.

Skouras, a member of the Pioneers since its inception, entered the motion picture industry in 1914 when, with his brothers Charles and George, he bought a controlling interest in the Olympia Theatre in St. Louis. In 1929 he joined Warner Brothers as general manager of the theatres and in 1931 he became president of a Paramount subsidiary to operate that company's theatres. Later, with his brothers, he headed the Wesco Corp. of 20th Century-Fox theatre interests, becoming 20th-Fox president in 1942.

Long noted for his activity in many

(*Continued on page 4*)

Youngstein to Coast On Promotion Plans

Max E. Youngstein, Paramount advertising-publicity vice-president, will leave for the Coast today to map out promotion and merchandising plans for the company releases scheduled for the remainder of this year and through early spring.

He will hold a series of conferences with Y. Frank Freeman, studio vice-president; Samuel J. Briskin, studio executive; Norman Siegel, studio advertising-publicity director, and top

(*Continued on page 4*)

Cinecolor Signs Pact With Radiant

HOLLYWOOD, Sept., 17.—The consumation of an agreement between Cinecolor Corporation and Radiant Films, London, by which the London firm would be renamed Cinecolor, Great Britain, Ltd., was announced here over the weekend by Cinecolor.

According to the agreement, the London firm will be able to maintain all services and technical processes which Cinecolor offers here, including Supercinecolor.

(*Continued on page 4*)

Tax Fight On in Syracuse; Fear Others Will Follow

SYRACUSE, N. Y., Sept. 17.—T. J. Corcoran, Democratic Mayor of Syracuse, will hold a public hearing here Wednesday on the highly controversial five per cent tax on amusements, including theatre admissions, which the Republican-controlled city council has passed.

Reports from other parts of the state indicate that exhibitors in general "are up in arms" against the levy, foreseeing in its adoption a possible widespread movement by other cities in the state to impose an admission tax. Of course, local exhibitors are vociferous in their condemnation of the council-approved levy, and are expected to be on hand in large numbers at Wednesday's hearing.

It is felt generally that Mayor Corcoran is against the proposed tax, but it is believed also that if he should veto the bill the council will override such action. Hence, Corcoran has called the hearing at which the public as well as amusement industry representatives will have an opportunity to protest, perhaps to the extent where the council would hesitate to override a veto.

The only city in the state where an amusement and theatre admission tax is in force is Binghamton. Recently a tax was threatened in Yonkers, but swift action against it by the Metropolitan Picture Theatres Association, headed by Leo Brecher, helped to bring about its defeat.

Closed Cycle Telecast Said Not Approved

Might Bar UPT Plan For 'Big 10' Exclusives

WASHINGTON, Sept. 17.—The telecasting of the "Big 10" University of Michigan versus Michigan State College football contest at Ann Arbor on Sept. 30, first of a series, to theatres in Detroit and Chicago is not a certainty. It has not been established whether the 7,000-megacycle channel over which the pictures are to be telecast can be used for the closed circuit needed to carry them.

It is understood here that Illinois Bell Telephone Co. is about to ask the Federal Communications Commission to clarify the status of the 7,000-megacycle channel as a video-carrier to theatres.

The FCC cannot interfere with the television usage of the regular

(*Continued on page 5*)

Another Week for RKO-Reade Split-up

TRENTON, N. J., Sept. 17.—Superior Court Judge Wilfred Jayne on Friday granted counsel for Walter Reade another week in which to advance new arguments, by letter, in the action to dissolve Reade's partnership with RKO Theatres in the Trenton-New Brunswick Theatres.

Indications are that a decree or-

(*Continued on page 4*)

Ontario and Quebec Exhibitors to Meet

Toronto, Sept. 17. — With the fixing of the date of Oct. 31 for the Toronto annual meeting of the Motion Picture Theatres Association of Ontario, executive-secretary Arch H. Jolley has received word that the Quebec Allied Theatrical Industries will hold its convention at Montreal a few days later.

Charles Bourassa, secretary of the Quebec group, will attend the Ontario meeting as an observer for the exhibitor discussions on preparations to meet the war situation.

'Early Last Show' Leads in Ballot

Queens Borough patrons appear to favor an "early last show" policy, according to early returns on the ballot being conducted in some 90 theatres in that area. Voting, which started last Wednesday, will continue to the end of this week.

The concerted action came in response to complaints that present schedules intensify baby-sitter problems, keep filmgoers up too late and otherwise annoy potential customers. The new plan, if voted in, will go into effect on Oct. 1.

Coming Events

Sept. 19—"All Presidents' Dinner," amusement division of the United Jewish Appeal, Hotel Astor, New York.

Sept. 25-26—Allied Theatres of Michigan annual convention, Hotel Book-Cadillac, Detroit.

Sept. 26-27—Kansas-Missouri Theatre association convention, Hotel President, Kansas City.

Sept. 26-28—United Paramount Theatres meeting of home office executives, circuit partners and associates in the Poconos, Pennsylvania.

Sept. 27—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Sept. 27—Maritime Motion Picture Exhibitors Association annual convention, Fort Cumberland Hotel, Amherst, Nova Scotia.

Sept. 30-Oct. 1—Allied States Association board meeting, Pittsburgh.

Oct. 2-4—Allied States Association national convention, Hotel William Penn, Pittsburgh.

Oct. 2—Allied Motion Picture Theatre Owners of Western Pennsylvania annual convention, Hotel William Penn, Pittsburgh.

Oct. 2—Motion Picture Theatre Owners of New York, Western New York zone meeting, Hotel Buffalo, Buffalo.

Oct. 5—New York Independent Theatre Owners Association luncheon and installation of officers, Hotel Astor, New York.

Oct. 8-11—Theatre Equipment and Supply Manufacturers Association trade show and convention, Stevens Hotel, Chicago.

Oct. 11—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Oct. 15—Florida State Theatre Owners meeting, Jacksonville.

Oct. 16-20—Society of Motion Picture and Television Engineers 68th semi-annual convention, Lake Placid Club, Lake Placid, N. Y.

Sylvan Leff Starts Distribution Firm

Sylvan Leff, formerly salesman with Universal for over 15 years in Upstate New York, has now established his own business and has acquired the Realart franchise for the Albany and Buffalo territories, it was disclosed here at the weekend by Budd Rogers, Realart's distribution vice-president.

Leff will operate as Realart Pictures of Up-State New York, with an office at Albany, and a branch shortly to be established in Buffalo.

Sept. 26 N. J. Allied Meetings Are Set

Allied Theatre Owners of New Jersey's Sept. 26 board and membership meetings will be held at the Hotel Douglas, Newark, it was announced here at the weekend by Wilbur Snaper, organization president.

Subjects slated for discussion include a wide range of topics.

Personal Mention

DARRYL F. ZANUCK, production vice-president of 20th Century-Fox, will arrive here from Europe on Wednesday by plane.

•

JOHN MANCINI, assistant manager of the Warner State Theatre in Manchester, Conn., and the former IRENE CHAMP, who was a candy girl at Hartford's Strand Theatre, are honeymooning, following their marriage on Sept. 9.

•

ROBERT STILLMAN, head of Stillman Productions, left here for the Coast on Friday. IRVING RUBINE, vice-president, will remain here to complete advertising-publicity plans for Stillman's "Sound of Fury."

•

W. PARKMAN RANKIN, manager of the motion picture advertising department of *This Week* magazine, will leave here today for Hollywood.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subjects sales and reprints, leaves New York today for Pittsburgh.

•

SAM FRITZ, manager of the Medina Theatre, Medina, O., a member of the Naval Reserve, has been called to active duty.

•

OSCAR A. DOOB, Loew's theatre executive, has left here for Paris on a vacation.

•

EDWARD SMALL has arrived here from Hollywood.

HAL B. WALLIS left New York by plane on Friday for the Coast.

•

CHESTER BAHN, *Film Daily* editor, is seriously ill at his Malverne, L. I., home, having suffered a ruptured appendix while vacationing at Cape Cod recently.

•

MAURICE (RED) SILVERSTEIN, sales director of Latin America for Loew's International, has returned to his New York office following a 10-week business trip.

•

JUSTUS GOLDMAN, head of the Orpa Company, motion picture exporters, is recovering from an operation at Doctors' Hospital here.

•

SAMUEL GOLDWYN'S article on TV, "Television—the Great Alibi of 1950? appeared in the Chicago *Tribune's* special video edition yesterday.

•

WILLIAM P. COVERT, Canadian representative of the IATSE, has been confined to his Toronto home for several weeks because of illness.

•

ERNEST PLIT , manager of the Star View Drive-In, at Norwalk, O., has reported in Philadelphia to the Navy as a chief petty officer.

•

FRED JOHNSON, chief cashier at the Pike Drive-In Theatre, Newington, Conn., has resumed his duties after recovering from automobile accident injuries.

George Glass Coming On 'Cyrano' Opening

George Glass, vice-president of Stanley Kramer Productions, will arrive here from the Coast on Wednesday for final conferences with George J. Schaefer, Kramer's sales representative, and Myer Beck, Eastern publicity manager, on the world premiere and key city openings of "Cyrano de Bergerac," new Kramer production starring Jose Ferrer.

The world premiere will be held at the Bijou Theatre here in mid-November. Subsequent openings in Los Angeles and New Orleans will be scheduled for later dates, but prior to the end of the year. The Los Angeles date will be set to qualify the picture for Academy Award consideration. It will play on a two-a-day, advanced admission policy.

500 Attend Toronto Variety Dinner

TORONTO, Sept. 17.—With past chief barker J. J. Fitzgibbons presiding, Friday's citation dinner of the Toronto Variety Tent No. 28 proved a great success with 500 members attending the function, held in the Royal York Concert Hall.

The "Heart" plaque was presented by international chief barker, Marc Wolf, of Indianapolis. The creation of the Variety Village for Crippled Boys, costing $300,000, was described by the guest of honor a great achievement.

RKO's Sales Drive Meeting on the Coast

LOS ANGELES, Sept. 17.—Sol A. Schwartz, RKO Theatres' executive vice-president and general manager, will officiate here today at the circuit's West Coast managers' "Boost Your Business" meeting.

Among those present will be Jay Golden, RKO division manager; managers Millroy A. Anderson of the Hillstreet, and Jenevieve Rupp of the Pantages, both in Los Angeles; Mark Alling of the Golden Gate, San Francisco.

Ziv Leases Coast Studio for Video

The Frederic W. Ziv Co. and its affiliate, Ziv Television Programs, Inc., have taken a five-year lease on a substantial portion of the California Studios, formerly Enterprise, in Hollywood, it is announced.

Said to be involved in the transaction was $100,000 in cash, plus "additional substantial sums" to be paid over the next five years. The contract was signed by John L. Sinn for Ziv, and Harry Sherman and Vernon Clark, for the studio.

Okay 'No Way Out'

DETROIT, Sept. 17.—Twentieth Century-Fox's "No Way Out" has been approved by the local police censors for showing in this city.

Newsreel Parade

FIGHTING in Korea and the meeting of the Big Three Ministers in New York are current newsreel highlights. Other items include Gen. Marshall being named defense head, the typhoon on Japan and sports. Complete contents follow:

MOVIETONE NEWS, No. 75—UN allied forces prepare for big Korea push. Big Three Ministers meet in New York. Gen. Marshall heads Defense Department. Typhoon in Japan. Heavy seas lash New Zealand. Harvest Moon Ball. Boxing.

NEWS OF THE DAY, No. 205—Korea: help for lost batallion. Propaganda bombings. Prompt help for UN wounded. Record blasting in Korea. Big Three parley in New York. Gen Marshall new defense head. Raindeer roundup. UN flag for Truman. Harvest Moon Ball. Boxing.

PARAMOUNT NEWS, No 8—Japan hit hard by typhoon. Gen. Marshall made defense head. Allied big three in New York. Preview of UN day. Korea: air and ground action. Jake LaMotta defends his middleweight championship successfully.

TELENEWS DIGEST, No. 37-B—Korea: UN forces hold line. New York: foreign ministers meet. Gen. Marshall named defense head. Manila: Asia troops for Korea. Japan: typhoon strikes. Earthquake in Tibet. Edgemere handicap at Aqueduct.

UNIVERSAL NEWS, No. 587—Korea: UN forces prepare for offensive. B'29 air raid. Red wounded receive humane treatment in U. S. hospital. Big Three conferences. Louis Johnson out George Marshall in. Japanese typhoon. UN flag to Truman. Raindeer roundup. Boxing.

WARNER PATHE NEWS, No. 114—Gen. Marshall is Secretary of Defense. National production administrator Harrison. Truman and Mrs. Roosevelt hail UN dead. New York: Big Three Ministers meet. Tennessee Williams here from Europe. Typhoon in Japan. Harvest Moon Ball. Boxing.

Film Stocks Regain Pre-Korean Prices

After a final upward spurt last week, most major film stocks on the New York Stock Exchange at the weekend reached or passed prices at which they were quoted when hostilities broke out in Korea on June 25. Columbia alone did not quite make the grade, closing Friday at 12¾, one-a-half point under its June 23 closing.

Friday's closings compared with June 23's closings were: Loew's, 16¾ now, 16 then; Paramount, 20¾, 20⅛; United Paramount Theatres, 20⅜, 18½; RKO, 7⅞, 7⅜; Republic, 4⅛, 4; 20th-Fox, 23, 19½; Universal, 10⅛, 9; Warner, 13¼, 13⅛.

'No Way Out' Wins Boston's Okay

BOSTON, Sept. 17.—Darryl F. Zanuck's 20th Century-Fox production, "No Way Out," has passed the Massachusetts Department of Public Safety's Bureau of Sunday Censorship. The picture now can be shown on Sundays, with some deletions.

Golden Is Promoted

Appointment of Fred Golden as vice-president of the Blaine-Thompson advertising agency here was announced by Myer Lesser, president. Golden is head of the agency's theatrical department and aide to the vice-president.

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$o Young, $o Bad" ... $o Great!

THEATRE FALLING DOWN BUT
PICTURE SURE HOLDING UP!

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:HAPPY INFORM YOU SO YOUNG SO BAD CONTINUING RECORD BREAKING
RUN ORPHEUM MONTREAL WITH SIXTH WEEK COMMENCING TOMORROW
PERFORMANCE MOST AMAZING EVER EXPERIENCED AS THEATRE BEING
COMPLETELY REMODELLED HAS NO MARQUEE SIGN FRONT OR TOILETS
WITH SCAFFOLDING THROUGHOUT INTERIOR STOP FIVE WEEKS GROSS
EQUALS RED RIVER AND EXCEEDS CHAMPION THESE BEING ONLY
PICTURES PLAYED FIVE WEEKS STOP THEATRE FALLING DOWN BUT
PICTURE SURE HOLDING UP REGARDS=

:CHARLES S CHAPLIN=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

6th UNPRECEDENTED WEEK IN MONTREAL

and So Great, too, in

CLEVELAND (Moveover Business)
MILWAUKEE (Extended playing time)
TORONTO (Smash B.O.)
BOSTON (Solid)

...A WALLOP EVERY TIME!

thru UA

"So Young, So Bad"

starring **PAUL HENREID** with CATHERINE McLEOD • GRACE COPPIN • CECIL CLOVELLY and introducing ANNE FRANCIS • ROSITA MORENO • ANNE JACKSON • ENIO PULVER
Produced by the OANZIGERS—EDWARD J. OANZIGER and HARRY LEE DANZIGER • Directed by Bernard Vorhaus • Story and Screenplay by Jean Rouverol and Bernard Vorhaus

'Go to the Movies,' Mirror Tells Readers

Once a week, on Mondays, the New York *Daily Mirror* tells its 1,000,000 readers to "Go to the Movies," the trade is reminded in a brochure circulated by Herman Wintrich, the newspaper's amusement manager.

Examples of the regular boxes, inserted up front in the paper where advertisments are not carried, reveal that current product is given a lively boost, with the tag line urging readers to turn to the *Mirror's* amusement page to choose their night's entertainment.

U-I Sets 250 Dates For 'Sleeping City'

The world premiere of Universal-International's "The Sleeping City" at the Paramount Theatre in New York on Wednesday will serve to launch more than 250 dates from Coast-to-Coast to be backed by heavy advertising coverage following the "Winchester '73" pattern developed by the company. Newspaper advertising will mention all forthcoming dates in the territory following the initial key city openings.

RKO to Produce Korean War Film

HOLLYWOOD, Sept. 17.—RKO has announced the immediate production of "Operation O," in Technicolor, dealing with the Korean war and featuring top RKO talent.

Samuel Bischoff, the producer, already is in Washington arranging for cooperation of government officials, while script-writer Milton Krims, and the camera crew are enroute to Fort Bragg, N. C., to shoot background footage.

NY 'Union' Premiere For Polio Foundation

Paramount, in conjunction with the radio-television industry, will hold a New York premiere on Oct. 3 of "Union Station" for the benefit of the Sister Kenny Foundation.

The picture will open at the Paramount Theatre and will be preceded by a special stage show.

Youngstein to Coast

(*Continued from page* 1)

producers releasing through Paramount.

On the eve of his departure Youngstein said the past year has been a particularly encouraging one from the advertising-publicity angle.

"We have had a range of product for all types," he said, "and from this wide variety we have learned how to cope with all of the difficult merchandising problems which present themselves in today's market. What we have learned we think will be of benefit not only to ourselves but to all exhibitors.

"We are going to continue to design custom-tailored campaigns to meet the individual requirements of each picture.

Reviews

"Redwood Forest Trail"

(*Republic*)

REX ALLEN leaves the open range to take to wooded mountains in this unpretentious Western which finds him saving a forest school for underprivileged boys.

Rex and his partner Alfalfa Switzer, forestry rangers, spend their time tracking down the murderer of Miss Jeff Donnell's father and saving the boys' school from foreclosure. Miss Donnell has almost been convinced by her suave attorney—the real killer—that the boys are responsible for the death of her father and she is prepared to take over the property of the school. Rex captures her heart and the killers and all ends well.

The leads receive capable support from Jane Darwell, Pierre Watkin and Jimmy Ogg. Director Philip Ford does a fine job shooting a final wild chase and gun battle scene which is filmed with a forest fire for a background. Allen sings "Old Smoky" and "Sourwood Mountain" in fine cowpoke style. Western fans may find this picture lacks sufficient action scenes to stack up favorably with other formula product.

Bradford Ropes wrote the screenplay, with Franklin Adreon acting as associate producer. Others in the cast are Marten Lamont, Dick Jones, John Cason, Jimmy Grasher, Bob Larson, Robert W. Wood, Jack Larson, Ted Fries, Joseph Granby and Robert E. Burns.

Running time, 67 minutes. General audience classification. Release date, Sept. 18.

"Prisoners in Petticoats"

(*Republic*)

THE experiences of a naive girl in a correction house are added to a routine cops and robbers drama to give "Prisoners in Petticoats" a place somewhat out of the ordinary rut. Associate producer Lou Brook and director Philip Ford do the best they can with rather skimpy material.

The story deals mainly with a young pianist who falls for the good manners and fine clothes of a gang of mobsters. She is warned by a handsome young investigator, who has fallen in love her, that she is associating with gangsters. She refuses to believe him and becomes involved in a robbery and some killings. The detective helps her prove her innocence, capture the killers and resolve the problems at hand.

A high spot is the girl's stay in prison. The penal establishment is modern and the inmates are not directed by the usual hardened matrons. This was a welcome change from the usual. Valentine Perkins and Robert Rockwell give acceptable performances as the leads. Sufficient fight and shooting scenes keep up audience interest.

Running time, 60 minutes. General audience classifications. September release.

Skouras Is Named

(*Continued from page* 1)

charitable and humanitarian organizations, Skouras last summer was a member of the Paris Conference of Christians and Jews, a global group modeled on the U. S. National Conference of Christians and Jews. He is a frequent visitor to Europe in connection with post-war relief.

Among the many domestic groups in which he has played a leading role are the United Jewish Appeal and the Cardinal's Committee of the Laity for Catholic Charities.

The working committee of the Pioneers' dinner includes Cohn, Simon Fabian, who is chairman of the event; Harry Takiff, secretary-treasurer of the Pioneers and executive assistant to Jack Cohn, and Marvin Kirsch, a Pioneer vice-president, who is vice-president and general manager of *Radio Daily*.

18 Will Aid in 'Trio' Premiere for Fund

A committee of 18 has been named by Mrs. Ruby Schinasi, chairman of the "Trio" premiere-Damon Runyon Fund Committee, to assist in the solicitation of contributions for the benefit premiere on Oct. 9 at the Sutton Theatre here.

The committee includes: Mrs. Julian T. Abeles, Charles R. Barrett, Constance Collier, Harold H. Corbin, Mrs. William T. Collins, Mrs. Toby David, Mr. and Mrs. Edward Fitzgerald, Jeffrey S. Granger, Ira Haupt, Mrs. Hal Horne, Mrs. Morton Newberger, Irene Penn, Mr. and Mrs. John N. Regan, Ted Sandler, Mrs. Paul Small and Jerome R. Zipkin.

RKO-Reade Split

(*Continued from page* 1)

dering dissolution of the partnership within a reasonable time, or the appointment of a trustee to carry out the dissolution if that fails, will be entered next Friday. The additional time was granted because Reade has retained new counsel in the case and the latter pointed out he had had insufficient time to familiarize himself with its details. A similar postponement was granted recently when new counsel was retained by the Frank V. Storrs estate, which owns an interest in Trenton-New Brunswick Theatres. Argument by Storrs' new attorney was heard on Friday.

RKO is required by its consent decree to dissolve the partnership but negotiations with Reade to that end have proved unsuccessful. RKO then sought the court order to effect the dissolution. Reade is expected to appeal the order when it is entered and may resume negotiations with RKO thereafter.

Brandt-RKO

(*Continued from page* 1)

agreement on details in the negotiations.

The two principals are in agreement on terms but settlement of the details may require some time, Dembow said yesterday, declining to predict when a closing of the deal might be possible. Hughes has until the end of the year to dispose of his RKO theatres stock under the company's consent decree with the government.

'Freedom Crusade' Gets SAG Pledge

Screen Actors Guild yesterday offered its "complete support" of the Crusade for Freedom in a telegram signed by SAG president Ronald Reagan and sent to Gen. Lucius D. Clay, national chairman of the Crusade, with headquarters in New York.

Sent from the Guild's New York office, the telegram indicated that "the more than 8,000 members of the SAG are proud to enlist in this great counter offensive against Communist lies and treachery."

Michigan Owners In Serious Tax Jam

DETROIT, Sept. 17.—The Michigan unemployment commission has ruled in the case of Irving Katcher, owner of the Willis Theatre in Detroit, that he owes three per cent of his payroll for the last three years.

Michigan independents have considered themselves exempt from this tax liability. Most have no more than six employes and so consider themselves under the minimum of eight required for unemployment tax liability. However, Max M. Casselman of the commission's gave its view that any adult earning as little as 25 cents a week is an employee and since July 1949, this applies also to minors. Furthermore, an employee working Saturday and Sunday is to be counted as working in two different weeks. This takes in youngsters hired as weekend ushers.

Casselman ruled that if an employee is on leave of absence or on vacation he is counted as an employee for the entire period—and his relief man is also counted. This could mean that the independent would be counted with eight different employes for one job. If an operator took a week's vacation and the union assigned a different relief man for each night, it would add up to eight, said the commission.

Considering the commission's stand as arbitrary in view of the special working conditions of theatres, Katcher is considering all possible methods of appeal.

It appears that under the indicated attitude of the commission, a small house might be nearly bankrupted.

Cinecolor Signs

(*Continued from page* 1)

Heretofore, under the arrangement made a year ago, Radiant was licensed only to make English and European prints of Cinecolor pictures produced in the United States. Under the new pact, approved by the British Board of Trade and the Bank of England, Cinecolor will own 26 per cent of the ordinary shares of Cinecolor, Great Britain, Sir Sidney Clift, British circuit owner, holding 24 per cent and Taylor and Associates, representing the former Radiant stockholders, 50 per cent.

Preferred shares are to be issued and absorbed between Cinecolor and Clift to provide working capital for plant expansion.

Closed Cycle

(Continued from page 1)

common-carrier, telephone closed-circuit lines but the 7,000-megacycle channel is not in the common carrier range and its status as a carrier of closed circuit television pictures to theatre screens is not known. The channel has never been authorized for such usage.

United Paramount Theatres' officials in New York could not be reached for comment late Friday on the Washington report of possible complications over using the 7,000, instead of the usual 4,000, megacycle channel for exclusive televising of Big 10 Conference football games this fall.

The arrangements were made by the UPT subsidiaries, Balaban & Katz Theatres, Chicago, and United Detroit Theatres, with Conference officials during the summer solely for experimental purposes. The home games of Northwestern University and the University of Michigan, 11 in all, are included in the arrangements. No other telecasts of the games except on film the following day were to be permitted.

The Big 10 has banned telecasts of its games to home receivers this season.

Some trade observers feel that should the FCC make an adverse expression in connection with the Illinois Bell inquiry, other means of completing a closed circuit transmission of the games still might be found. It was hoped, however, that because of the experimental nature of the plan, the FCC, if called upon for an expression, would have no objection to the carrying out of the arrangements as now planned.

Michigan Telecast Preparations Are Already Under Way

DETROIT, Sept. 17.—Engineers have started work at the 4,000-seat Michigan Theatre here on the first installation in Detroit of "big-screen" television equipment for broadcast, over private channel, of the University of Michigan-Michigan State College football game, Sept. 30.

Earl J. Hudson, president of United Detroit Theatres, operator of the Michigan, said the project is being undertaken at a great cost and that there will be a nominal increase in admission charge for the event. The response of the public will prove, according to Hudson, just how practical such presentations will be as both entertainment and spectacle.

Hudson said that the Michigan's presentation will differ radically from the one planned in Chicago. Here it will be staged as a spectacle with much fanfare, a special band to play college songs, a parade to the theatre, and a stage presentation in the form of a football prologue.

The Michigan plans to recreate the atmosphere of the stadium at Ann Arbor, Michigan, with vendors hawking souvenirs in the theatre, "aisle-stands"; favors being sold by "candy butchers" (pretty sweater girls wearing Michigan and State colors) and the sale of everything from hot dogs to pop.

The theatre will open at 10:45 A.M. Seat reservations are now being taken for the game, and tickets will be sold to the house capacity.

75¢ Minimum Held Inimical

(Continued from page 1)

Russell Moss, representing the IATSE, who said that while he was "disappointed" that the Minimum Wage Board for the Amusement and Entertainment Industries of the State did not recommend the $1 minimum labor had called for, the proposed rates appeared to be fair and equitable.

Originally, industry labor had not intended to be represented at yesterday's hearing. However, Corsi was understood to have expressed surprise that labor representatives were not on hand at the hearing he conducted last week in Albany, and as a result Moss elected to speak for labor elements at yesterday's hearing.

Corsi, the Republican Party's candidate for Mayor of New York, opened the hearing by complimenting the board on its work and assuring all present that he would "weigh carefully what you have to say." He said he thought the nine-member board was "as fair as it could be" in its recommendation of minimums.

Urging "modifications" in the recommendations, Brecher contended that theatres should not be grouped with the rest of the amusement industry in the promulgation of State minimum wages. He cited U. S. Labor Department statistics to bear out his allegation that the recommended minimums go "beyond requirements," and urged that ushers be either excluded from the forthcoming Corsi wage order or be required to work six months in theatres before becoming eligible for state-required minimums.

Over half of the 2,000 theatre ushers working in the New York Metropolitan area are students, Brecher said. Ushering, he added, "is spare-time, stop-gap work" that provides youngsters with "pocket money." He provided statistics intended to prove that there is a large annual turnover of ushers in the city's theatres. All these arguments were used by Brecher to underscore his claim that ushers do not qualify for inclusion in a minimum wage order.

Brecher replied in the negative when Corsi asked rhetorically: "Isn't the turnover in ushers the result of the fact that the wage doesn't justify holding the job?" Later, Moss argued in the affirmative in this connection.

Brecher also argued against the establishing of minimums for theatre cleaners, ticket-takers and other service employes. He charged that the recommendations indicated that the state was about to establish minimum rates for the motion picture industry that would be higher than those for any other industry. This, he said, made the recommendations "discriminatory" against the industry. He said many New York theatres could not support higher wages in their present economic positions.

Other speakers included MMPTA attorney Orin Judd, who elaborated on a number of Brecher's arguments, and Walter Neithold, owner of theatres in Monroe and Goshen, N. Y., who enumerated the hardships he said would befall the small-town theatre owner were the board's recommendations to be accepted by Corsi.

Corsi will hold one more hearing on the recommendations before taking action on them. It is slated for Sept 22 in the Chamber of Commerce Building at Rochester.

CBS Begins Color Testing in N. Y.

Beginning today, station WCBS-TV, Columbia Broadcasting here, will transmit a color test pattern for one hour daily, from 10 to 11 A.M.

The test, requested by a number of television set manufacturers, will run from Monday through Friday until the end of September. CBS said that a conventional home television receiver requires modification before it can receive the signals properly either in color or black-and-white.

4-Day CBS Meeting Opens Here Today

The annual four-day meeting of managers of Columbia Broadcasting System-owned stations and station represented by CBS will open today at New York's Ritz-Carlton Hotel, J. Kelly Smith, CBS vice-president, announces.

This year's meeting will embrace both AM and TV matters.

MMPTA's Annual Meeting Sept. 29

Annual meeting of the Metropolitan Motion Picture Theatres Association has been scheduled for Sept. 29 at the Hotel St. Moritz here.

The meeting will feature the annual report of organization president Leo Brecher and election of officers for the coming year.

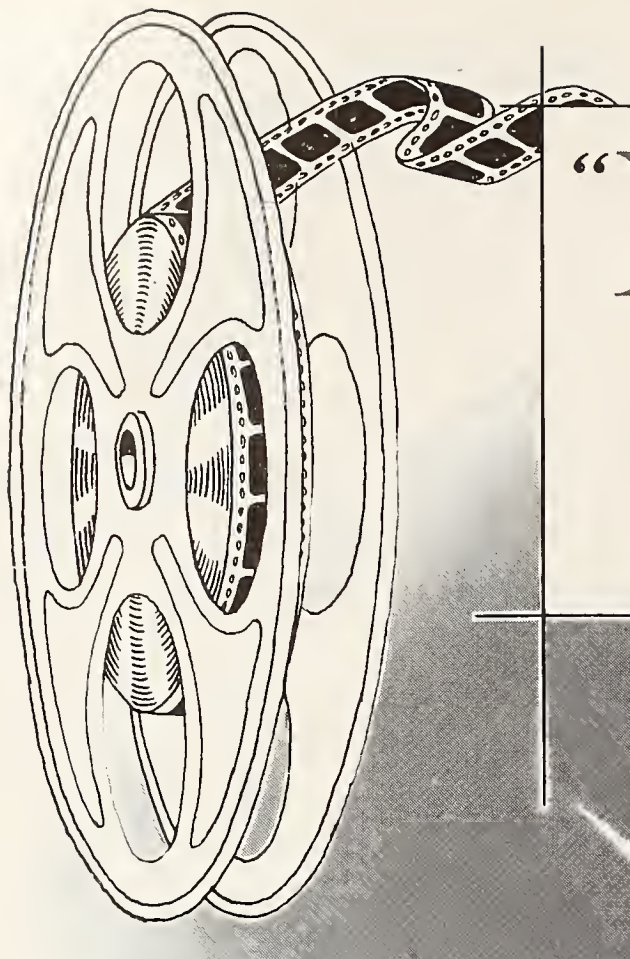
M-G-M Slates 'Sneak' Previews of 'Mines'

Theatre previews of M-G-M's "King Solomon's Mines" will be held in theatres throughout the country during the week beginning Sept. 25. First "sneak" for the trade will be held Sept. 25 at Loew's State, New Orleans, and will be followed by 10 showings on Sept. 27, at Loew's Grand, Atlanta; Loew's State, Cleveland; Uptown, Des Moines; Globe, Detroit; Loew's Indianapolis; Loew's Poli, New Haven; Loew's Penn, Pittsburgh; Esquire, Portland, Ore.; Loew's State, St. Louis; Marlo, Salt Lake City.

On Sept. 28, nine other theatre showings will be held, in Charlotte, Chicago, Cincinnati, Dallas, Denver, Los Angeles, Minneapolis, Omaha and Seattle; Sept. 29, Oklahoma City; Oct. 2, Albany and Milwaukee; and on Oct. 3, the final date, six will be held in Boston, Buffalo, Kansas City, Memphis, San Francisco and Washington.

See Kiernan Inducted

Paul V. McNutt, United Artists board chairman; Rutgers Neilson, RKO publicity manager, were among industry people who witnessed the induction of Walter Kiernan as president of the Circus Saints and Sinners at the Waldorf-Astoria here on Friday.



"Neither snow,

nor rain,

nor heat,

nor gloom of night

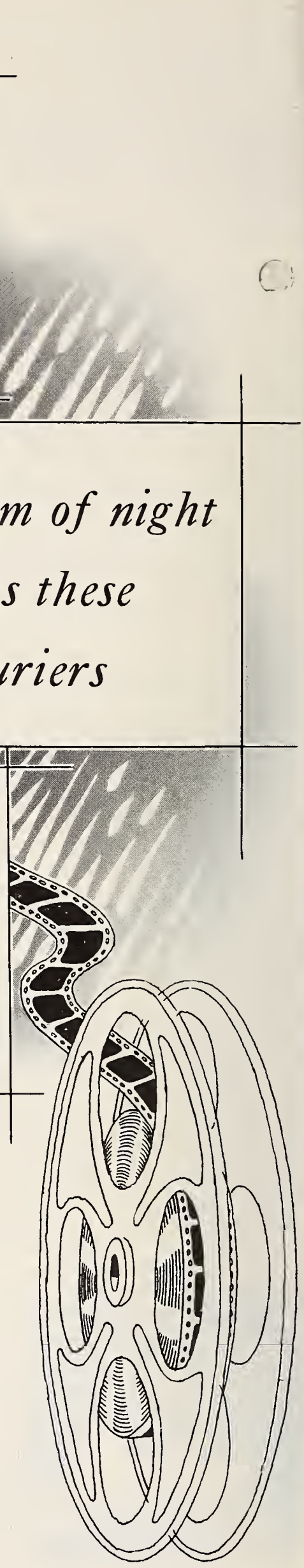
stays these

couriers

from the swift

completion of their

appointed rounds"



On New York's Postoffice Building . . . this famous legend eulogizes the *mailman* . . . whose dependable delivery of mail . . . one of our most important means of communication . . . is often taken-for-granted.

The PRIZE BABY, too, is often *taken-for-granted* . . . as he meets the handicaps of weather, war, floods, and strikes . . . while delivering with routine dependability, some 315,768 items of *essential* theatre advertising . . . EVERY WEEK . . . in the form of much-needed TRAILERS and ACCESSORIES!

That we are *taken-for-granted,* is a great compliment . . . for . . . it is our wish that, when you place your order with N.S.S. . . . you *relax* . . . in the comfortable knowledge that you can always count on SERVICE from . . . the Prize Baby of the Industry!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. NO. 55 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 19, 1950 TEN CENTS

Co-op Plan for Buying Before Allied Meeting

Berenson to Take His Program to Pittsburgh

FRANKLIN, Ind., Sept. 18.—Charges of "Unbridled profiteering" by the manufacturers of theatre equipment and supplies is one of the major complaints being brought to the attention of Trueman T. Rembusch, president of Allied States Association, by Allied units.

Described by Rembusch as being typical of these complaints is a letter that he has received from Abe Berenson, director for Allied Theatre Owners of the Gulf States. Berenson, in his letter cites a "terrific increase in the price of new projection heads," according to Rembusch, who added: "This increase, in spite of the fact that the number of moving parts in projection heads manufactured today has been

(*Continued on page 6*)

Chester to Make 4 For U.A. Next Year

Independent producer Hal E. Chester will make four next year, all to be released through United Artists. Chester, who has been producing the Joe Palooka series for Monogram, also stated here yesterday that he is currently negotiating a long-term agreement with U.A. calling for four productions a year. Chester, who has story rights to 14 properties, said the next four for U.A. will be "The Highwayman," "Mad Dog," "Dumbest Girl in the World" and "Cry Tough."

Chester called U.A. the "best releasing organization for an indepen-

(*Continued on page 3*)

TOA Convention Has 391 Reservations

Reservations for Theatre Owners of America's annual convention, to be held Oct. 30 to Nov. 2 in Houston, totaled 391 yesterday, Gael Sullivan, TOA executive director, reported.

The number is well ahead of reservations for the corresponding period in advance of last year's convention, Sullivan said.

Anti-Hoarding Bill Will Apply to the Film Industry

WASHINGTON, Sept. 18.—All branches of the film industry are covered by the government's new anti-hoarding order, issued over the weekend.

Officials of the National Production Authority, which administers the order, admitted that it is primarily designed to hit other industries, but pointed out that some studios, distributors or exhibitors might well be affected.

The order limits to a "practicable minimum working inventory" the quantities of some 32 key raw materials that can be ordered, received or delivered. Only ultimate consumers buying for personal or household use are exempt.

Included on the list are most types of steel, lumber, rubber, tin, nickel,

(*Continued on page 6*)

COMPO Combatting Delinquency Charge

In anticipation of an increase in juvenile delinquency during the present national emergency, the Council of Motion Picture Organizations issued a booklet yesterday quoting 56 authorities who agree that films cannot be held responsible for children's misbehavior. Their opinions are compiled in a booklet entitled "Exploding a Myth," which is to be circulated to all exhibitors so that the film industry will be in a position to refute charges of motion picture responsibility as they arise locally.

In a foreword, Arthur L. Mayer,

(*Continued on page 3*)

Bell Query Unlikely To Hit Grid Video

Little likelihood was seen here yesterday that the projected request of Illinois Bell Telephone Co. for Federal Communications Commission clarification of the use of the 7,000 megacycle channel for closed circuit telecasts to theatres would interfere with plans for large screen televising of Big 10 Conference football games in Chicago and Detroit.

A United Paramount Theatres' official, whose subsidiaries, Balaban & Katz and United Detroit Theatres, will conduct the experimental football telecasts, said the company was unaware of any arrangements for the telecasts which might be affected by

(*Continued on page 3*)

Mayer Protests TV Ridicule of Industry

Arthur Mayer, executive vice-president of Council of Motion Picture Organizations, wired a strong protest yesterday to Frank Folsom, president of Radio Corporation of America, against the ridicule of the motion picture industry contained in a show starring Dean Martin and Jerry Lewis on NBT television Sunday night. Mayer's protest follows:

"This organization, representing all branches of the motion picture industry, strongly protests the attack on our business contained in the Dean Martin-Jerry Lewis show on NBT Sunday night. In depicting motion picture theatres as places shunned by

(*Continued on page 6*)

$10,244,000 to 10 US Cities In Local Amusement Taxes

WASHINGTON, Sept. 18.—Ten of the nation's 37 largest cities had taxes on admissions and amusements in 1949 and collected $10,244,000, the U. S. Census Bureau reported today. In 1948, only nine of the top 37 cities had such taxes, but collected $10,204,000.

The new city—Washington—taxes amusements but not admissions. It accounted for only $20,000 of the total.

Philadelphia, which had the largest total, showed the sharpest drop, falling from $4,297,000 in 1948 to $4,053,000 last year. St. Louis showed the

(*Continued on page 6*)

Wald-Krasna in New Expansion Activities

Joseph Rivkin has been engaged by Jerry Wald and Norman Krasna to function in an executive capacity on commitments for their new Howard Hughes independent unit at RKO Radio. Active recently in setting up various independent production deals, he moves over to the Wald-Krasna offices from the Edmund Grainger unit.

(*Continued on page 6*)

Para. Secures $12-Millions Of Its Stock

Half-Year Report Shows 562,117 Shares Issued

Large-scale shuffling and exchanging of Paramount Pictures securities took place during the first half of 1950 in line with the plan of reorganization embodied in final disposition of the company's part in the industry anti-trust suit, it was revealed here yesterday.

In this connection, the company paid during the period a total of $12,858,963 for shares of its own stock which it purchased on the open market from time to time. The number of common shares so purchased between Jan. 1 and June 30 was 617,794.

Reporting 562,117 as the number of shares issued during the first half of

(*Continued on page 6*)

Sees Wide Interest In 'Early Late Show'

Exhibitors throughout the nation are watching with keen interest the results of the current ballotting on an "early late show" policy in the Queens area, Gael Sullivan, executive director of the Theatre Owners of America, told a television audience over the weekend.

Speaking on WOR-TV's "Talent Parade," a program sponsored by Skouras Theatres, Sullivan stressed that the audience poll, now in its final week, can give exhibitors a guide to the scheduling of shows in line with the preference of the majority of their patrons.

(*Continued on page 6*)

Major Warner Talks At Allied Convention

Pittsburgh, Sept. 18.—Major Albert Warner, vice-president of Warner Brothers, is scheduled to be a speaker at the Allied States annual convention here, Oct. 2-4.

Other distribution executives who have accepted invitations to attend the convention include William F. Rodgers of Loew's, and A. W. Smith, Jr., 20th Century-Fox.

Reagan Named To Head SAG Again; Holden Also Chosen

HOLLYWOOD, Sept. 18.—Screen Actors, Guild president Ronald Reagan and first vice-president William Holden have been selected by the official SAG nominating committee as candidates for reelection next month for another one-year term.

Other nominations are: second vice-president, Dana Andrews; third vice-president, Paul Harvey; recording secretary, Lee Bowman; treasurer, George Chandler.

Nominated for three-year terms on the board of directors, with 11 to be elected, are: Edward Arnold, Bruce Bennett, Ann Blyth, Wendell Corey, Nancy Davis, Fred Clark, Glenn Ford, Ruth Hussey, John Lund, William Lundigan, Walter Pidgeon, Robert Preston, Anne Revere and Gene Tierney. Richard Carlson was nominated for a two-year board term. Nominated for one-year terms on the board, with three to be elected, are: Frank Faylen, Robert Keith, Marshall Thompson.

So-called Class A-Junior nominees for three-year board terms, with two to be elected, are: William A. Janssen and Warren Mace; for a two-year term: George Sowards.

SAG board members whose terms of office do not expire this year are: Leon Ames, Warner Anderson, Gertrude Astor, Louise Beavers, Ward Bond, Macdonald Carey, Chick Chandler, Anne Cornwall, Rosemary DeCamp, William Demarest, Virginia Grey, Cliff Lyons, Stephen McNally. Agnes Moorehead, Larry Steers, Kent Taylor, Regis Toomey, Audrey Totter, Robert Walker and Tudor Williams.

Independent nominations may be made up to Oct. 12, by nominating petition signed by 50 members.

SAG Joins AFL Film Council Fight Against Cal. Unemployment Ruling

HOLLYWOOD, Sept. 18.—Screen Actors Guild reports that it is "participating actively" in the Hollywood AFL Film Council's fight against the recent ruling of the California Department of Employment requiirng all unemployed workers in the motion picture industry to report to the Hollywood unemployment insurance office, regardless of their place of residence.

Postpone NCCJ Meet

The luncheon meeting of the amusements division of the National Conference of Christians and Jews, originally scheduled to be held here today, has been postponed to Sept. 28. Today's date conflicted with previously scheduled activities of the industry committee of the United Jewish Appeal.

Zanuck's Return Delayed

Darryl F. Zanuck, vice-president in charge of production for 20th Century-Fox, who was to arrive in New York from Europe tomorrow, will arrive by plane on Friday instead. Zanuck is returning from a six weeks tour of the Continent.

Personal Mention

ELLIS ARNALL, president of the Society of Independent Motion Picture Producers, who has gone to Atlanta from the Coast, is due back in New York early next week.

•

MARY JANE O'CONNOR of Quigley Publications' business department was married to Thomas William Gavin on Saturday at the Church of Our Lady of Refuge in Brooklyn. The couple is honeymooning in Bermuda.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, planed out of New York yesterday for Richmond, Va.

•

WILL H. HAYS has returned to New York from sojourns in California and Indiana.

•

PAULA GOULD, publicist for the Capitol Theatre here, has left for a two-week vacation.

•

DAVID NIVEN is due to arrive here today from Europe aboard the *Queen Elizabeth*.

•

ILYA LOPERT, head of Lopert Films, distributors, has returned here from a three-month European business trip.

GAEL SULLIVAN, executive director, HERMAN M. LEVY, general counsel, and NATHAN P. HALPERN, television consultant of the Theatre Owners of America, Inc., will address the annual convention of the Kansas-Missouri Theatre Association to be held at the Hotel President in Kansas City, Sept. 26-27.

•

D. V. ROSEN, general manager of International Film Distributors, has been named chairman of the film division of the Toronto community chest drive. He will be assisted by R. W. BOLSTAD, vice-president of Famous Players-Canadian.

•

DONALD WOLF, son of NAT WOLF, Warner Ohio zone manager, graduated last week from Western Reserve University, where he received his 2nd lieutenant commission in the Officers Reserve Corp.

•

SCOTT R. DUNLAP, executive assistant to Monogram president STEVE BROIDY, has returned to his desk in Hollywood following a week's rest.

•

LEONARD GOLDSTEIN, Universal-International producer, has returned to California from New York.

RKO Radio to Have Korean War Feature

First feature to depict the actual United Nations Army and Air Forces activity in Korea will be RKO Radio's "Operation O," the company stated here yesterday in disclosing that it has been given top priority involving the United Nations Ground and Air Forces in the Korean Theatre.

Samuel Bischoff has received the okay from Howard Hughes to put this top budget project into immediate production following Bischoff's return from Washington, with the assurance of full official cooperation on the film, which will be photographed in Technicolor.

Wave of Robberies in Ontario Theatres

TORONTO, Sept. 17.—Theatres in Toronto and Hamilton continue to be the target for burglaries and burglar attempts. At the Odeon-Hyland Theatre here, two young thugs were surprised by police as they were breaking into an exit door and were captured.

At the Strand, Hamilton, burglars made their escape when police arrived as they were working on the safe in the office of manager Kent Craig.

The watchman at the Variety Theatre, Toronto, was robbed by two hold-up men and the Northwest Drive-in was visited by three safe-crackers, all of whom were captured after running gun fights.

'Teresa' Publicity

Pier Angeli, young Italian girl who has the lead in Arthur Loew's new picture, "Teresa," is the subject of a story and picture layout in *This Week* magazine.

Strassberg Is Named ELC Publicity Head

Steve Strassberg has been appointed publicity manager of Eagle Lion Classics by Leon Brandt, ELC advertising-publicity director. The post had been left vacant as a result of the recent merger of Eagle Lion and Film Classics personnel.

Strassberg formerly was with Brandt Theatres and Loew's before entering the Army. After his discharge, he joined Republic Pictures and subsequently resigned to become assistant director of advertising-publicity of Film Classics. Until his promotion, Strassberg had been assigned as feature writer for ELC.

Publicity staff members include Ruth Cosgrove, who will handle national magazines, columns, radio and TV, and Phil Cowan, newspaper, trades and syndicate contact.

Services Today for Pedro de Cordoba

HOLLYWOOD, Sept. 18.—Requiem mass will be held tomorrow for Pedro de Cordoba, veteran actor, at the Blessed Sacrament Church. De Cordoba, 68, died here Sunday morning.

Among the pictures he played in are "Commanche Territory," "For Whom the Bell Tolls," and "The Keys of the Kingdom." He is survived by the widow and six children.

Passen Manages

BUFFALO, Sept. 18.—Don Passen has assumed the management of the local office of Lippert Pictures.

William P. Rosenow, former manager of the Lippert exchange here, now is devoting all of his time to his Theatre Service Organization and the Skyway Drive-In Theatres, Inc.

KATO Set to Fight Tax

LOUISVILLE, Sept. 18.—The Kentucky Association of Theatre Owners is gathering data on the earnings of member theatres to determine whether the state admission tax can be voided as confiscatory and prohibitive in its effect on theatre operation.

The survey was undertaken after KATO had received legal opinion that if it can be shown that the state tax wipes out profits when the business has been conducted with ordinary efficiency, or reduces profits to an unreasonably low level, then court decisions indicate the statute might be confiscatory and subject to nullification.

The Association states that "many theatres with records of successful operation have been losing money for more than 12 months" and that "many theatres are being forced to close because of losses being sustained in every direction." The earnings data being sought is designed to determine whether Kentucky exhibitors have a case against the state admission tax.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
'SUNSET BOULEVARD'
William Holden • Gloria Swanson
Erich Von Stroheim
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

THE SLEEPING CITY
Starring
RICHARD CONTE
COLEEN GRAY
in Person
TONY PASTOR
AND HIS ORCHESTRA
The Five
DEMARCO SISTERS
SON & SONNY
Extra
MYRON COHEN
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

no way out
20th CENTURY-FOX
RIVOLI
Broadway at 49th St.
Air Conditioned
Doors Open 9:30 A.M.

Walt Disney's
PRESENTATION OF
Robert Louis Stevenson's
Treasure Island
Distributed by RKO RADIO PICTURES INC.
Color by TECHNICOLOR
EXTRA! Walt Disney's BEAVER VALLEY Print by TECHNICOLOR
NOW BRANDT'S Cool
MAYFAIR
7th AVE. & 47th ST.

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NEWS in Brief . . .

THE Hollywood AFL Film Council today unanimously endorsed the "Crusade for Freedom" and set Wednesday, Sept. 27, as the date for a mass meeting at all studios to hear addresses by studio chairmen and a recorded message by Dwight D. Eisenhower.

•

Hollywood, Sept. 18.—The long-running Federal suit of Partmar, Fanchon and Marco versus Paramount, concerning the occupancy of the downtown Paramount Theatre, was transferred today from Judge William C. Mathes to Judge Harry Westover. The transfer followed the discovery by the Partmar, Fanchon and Marco counsel that Mathes had been a member of the NRA board which established the Los Angeles clearance and zoning systems in 1933.

•

HOLLYWOOD, Sept. 18.—Steady progress was made over the weekend in negotiations between Sam Dembow, representing Howard Hughes, for the acquisition of the latter's stock interest in RKO Theatres. Indications are that talks will continue throughout the week.

Mayer Will Address AMPA and COMPO

Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, and Don Henshaw, senior executive of MacLaren Advertising Co., Ltd., of Toronto, will be the principal speakers at the initial fall luncheon-meeting of the Associated Motion Picture Advertisers, to be held Sept. 28 at the Hotel Picadilly here.

The meeting, whose theme will be "Motion Pictures Are Better Than Ever—Let's Make Showmanship Better Than Ever," will mark the opening of the new AMPA administration, headed by Harry K. McWilliams, president.

Mayer will speak on "COMPO and the Showman," and Henshaw's topic will be "The Next Fifty Years in Advertising."

An exhibition of "The First 50 Years in Motion Picture Advertising" will be on display at the hotel during the day of the AMPA meeting.

FLY UNITED'S
Mainliner
Stratocruiser
TO HAWAII!
JUST 24⅓ HRS.
On Oct. 9—the finest of all Stratocruisers—direct to Hawaii from Los Angeles as well as San Francisco.
Connecting DC-6s from New York.
UNITED AIR LINES

Review

"The Glass Menagerie"

(Feldman Group Productions—Warner Brothers) *Hollywood, Sept. 18.*

THE considerable advance acclaim accorded this picture by newspaper and magazine writers doubtless can be counted upon by exhibitors to have the public prepared in some degree for an offering that comes to them equipped with at least three special exploitation angles and with an ending that argues the need of putting pressure behind all three.

Audiences pre-conditioned by specialized promotion to expectation of the un-ordinary may be relied upon to emerge from the theatre praising the fine performances and superb direction they have witnessed, but the casual dropper-in, shopping for a story in the form to which he is accustomed, stands a fairly good chance of winding up wondering whether the last reel or two may not have been omitted by a careless projectionist.

Unless advance preparation is assiduously applied, this unorthodox ending, artistically sound though it be, could prove an exhibition hazard of substantial proportions. On the other hand, it could turn out to be the mainspring of word-of-mouth publicity counting for much in the box-office fortunes of an attraction no one can charge with hugging the lane of least resistance.

The three special exploitation angles referred to above are of a kind to prepare any exhibitor's following for a film in what may be termed the class category.

The picture is a filmic presentation of the stage play of the same name by Tennessee Williams which won the New York Drama Critics Circle award in its Broadway year, and the playwright came to Hollywood to write the script, with Peter Berneis collaborating.

Broadway's illustrious Gertrude Lawrence makes her first screen appearance in the film.

Jane Wyman, who won an Academy award for her portrayal of a mute in "Johnny Belinda," again portrays an afflicted person in this picture.

The presence of Kirk Douglas and Arthur Kennedy in the cast, of Irving Rapper as director and of Jerry Wald and Charles K. Feldman as co-producers, all of whom make their talents felt, adds importantly to the exhibitor's fund of advertising assets.

THE picture tells, from the son's point of view, of an episode in the life of a family of three, Kennedy playing the son, Miss Lawrence the mother and Miss Wyman the daughter. The principal scene is a tenement apartment in St. Louis where Miss Lawrence, whose husband deserted her 16 years ago, has permitted maternal solicitude and the pinch of poverty to animate a family supervision which the son and daunghter consider excessive. Urged by his mother to bring home a nice young man to meet the daughter, whose circle of acquaintances has been restricted due to shyness stemming from a physical deformity, the son brings Douglas, a fellow factory worker, to dinner. Douglas, a robust extravert who remembers the daughter from high school days, talks to her at length on the subject of her shyness, prescribing specific psychological means of overcoming it, and goes away to meet his fiancee. When the mother chides him for bringing home an engaged man instead of an eligible prospect for the lame girl's affections, the boy leaves and joins the merchant marine. The closing scene shows the mother and daughter, at a later time, awaiting the arrival of another possible suitor, with the lame girl giving indication of having derived some benefit from her talk with Douglas.

The Williams presentation of his characters and their problems are a departure from screen norm on several counts. He approaches a drab situation, scans it interestedly and in great detail but altogether detachedly, and leaves it substantially unchanged. He finds humor as well as pathos in the situation, giving somewhat more attention to the former than to the latter, and he neither glorifies nor condemns any of the participants in the proceedings witnessed.

It is of record that his subject and his treatment of it went big on Broadway. That fact may or may not carry enough weight with picture audiences to put over a production that may strike many as an unfinished symphony.

Running time, 107 minutes. General audience classification. Release date, Oct. 28.

WILLIAM R. WEAVER

Bell's Query

(Continued from page 1)

even an adverse FCC expression in response to an Illinois Bell query. The arrangements for telecasts of the games, he said, contemplate the use only of common-carrier facilities, such as the coaxial cable and private wires, over which the FCC has no jurisdiction. An early problem involving transmission of games from Ann Arbor to Detroit was overcome some time ago.

Other sources were of the opinion that Illinois Bell's request for clarification on use of the 7,000 megacycle channel for exclusive telecasts, which has not been specifically authorized by the FCC, may be intended only for future guidance should the question arise, and may be entirely unrelated to the Chicago and Detroit theatre plans.

Delinquency Charges

(Continued from page 1)

executive vice-president of the Council, warns that since motion pictures were unjustly blamed for the rise of juvenile delinquency in the last two wars the industry must be prepared in the current emergency to combat the charge. "This pamphlet," he says, "shows how unfounded are the charges brought against motion pictures. The quotations have been drawn from 56 brought against motion pictures. The authorities and organization sources in the field of juvenile delinquency. Examination of them leads at least to the following conclusions: (a) the effect of motion pictures on youth cannot be isolated from other social factors, (b) it would be scientifically unsound, even impossible, to attempt to determine" the affect of any specific films.

N. Y. First-Runs Hold Up; 7th Week At Hall for 'Sunset'

Holdovers dominated the Broadway first-run scene this week, with the Music Hall announcing that "Sunset Boulevard," expected to gross $117,000 this week, will be held over for a seventh and final week, the longest run for a picture at the Hall since June, 1948. The current stage show will also continue. The only new key film of the week, "My Blue Heaven," opened strong at the Roxy with $100,000 in sight for the week ending Friday. On stage are Mindy Carson and an ice revue.

'Tea For Two'

"Tea for Two" is holding up at the Strand, where Gordon MacRae, Paul Winchell and Florian Zabach are in the stage show, with a substantial $41,000 expected for a third week. At the Capitol, "Summer Stock" slipped from last week's $75,000 to an estimated $50,000 for the third week, still good. Rosita Serrano, Noro Morales' orchestra and Hal Le Roy are on stage. "Fancy Pants" will do around $53,000, moderately good, at the Paramount in a third and final week, with Carmen Cavallaro's orchestra heading the stage show; "Sleeping City" will open there tomorrow.

Among the longer runs, "No Way Out" is down slightly in its fifth week, to $20,000, at the Rivoli; "Three Litle Words" is holding its own, with $15,000 due in a sixth week at Loew's State, and "Treasure Island" is moderate with $17,500 in sight for a fifth week.

'Our Very Own'

At the Victoria, "Our Very Own" is headed for $17,000, which is very good for an eight week. Another Goldwyn film, "Edge of Doom," has $12,000 in sight for its seventh week at the Astor, which is bad.

"Red Shoes" is in its 100th week at the Bijou, with income moving up a notch to $7,000. At the Park Avenue, "Madeleine" is moderate with $5,000 seen for a third week.

The Globe, beginning Saturday, offers a pair of reissues, "Reap the Wild Wind" and "The Fleet's In," with $16,000 expected for the first week, which is pretty good business.

Set Four for U. A.

(Continued from page 1)

dent" and praised its ability to "go out and do a selling job." Chester cited "the high and effective level" in which U.A. handled his first picture for their release, "The Underworld Story." The producer's agreement with Monogram still calls for two more Palooka films.

Commenting on some of the pessimism in the industry, Chester declared that "the picture business is a lot hardier than a lot of people think, and is by no means reeling. It is still the best entertainment." "Where else," he continued, "can a man, for a half-dollar admission, get $2,000,000 worth of entertainment. Television, or any form of entertainment can't compete with it without breaking the bank."

Chester is currently in the East on a tour with actors in Dan Duryea and Gale Storm in promoting openings of "The Underworld Story" as well as a tour to promote industry goodwill.

SO BIG!

SO BIG IT MUST BE TRADE SHOWN IN THEATRES!

"Invitations are being mailed. If yours gets lost come anyway!"

"KING SOLOMON'S MINES"

The BIG ones keep coming from M·G·M!

so if you want good news phone your M·G·M Exchange!

ONLY THEATRE SCREENINGS CAN CONVEY THE SIZE AND IMPORTANCE OF M·G·M's GIANT TECHNICOLOR ATTRACTION!

"THEATRE TRADE SHOWS OF M·G·M's MIGHTY "KING SOLOMON's MINES"

CITY, STATE	THEATRE	ADDRESS	DATE	HOUR
ALBANY, N. Y.	Poromount	378 Clinton Avenue	10/2	8:30 P.M.
ATLANTA, GA.	Loew's Grand	157 Peochtree St., N. E.	9/27	8:00 P.M.
BOSTON, MASS.	Loew's Stote	209 Mossachusetts Ave.	10/3	8:30 P.M.
BUFFALO, N. Y.	Sheo's Buffalo	646 Moin Street	10/3	8:30 P.M.
CHARLOTTE, N. C.	Plozo	1610 Central Avenue	9/28	8:30 P.M.
CHICAGO, ILL.	Monroe	57 West Monroe Street	9/28	8:45 P.M.
CINCINNATI, OHIO	Ridge	6042 Montgomery Rood	9/28	8:30 P.M.
CLEVELAND, OHIO	Loew's State	1515 Euclid Avenue	9/27	8:30 P.M.
DALLAS, TEXAS	Vorsity	Snider Plaza	9/28	2:30 P.M.
DENVER, COL.	Sonto Fe	974 Sonta Fe Drive	9/28	8:30 P.M.
DES MOINES, IOWA	Uptown	4115 University	9/27	8:30 P.M.
DETROIT, MICH.	Globe	3520 Grand River	9/27	8:30 P.M.
INDIANAPOLIS, IND.	Loew's	35 North Pennsylvanio	9/27	8:30 P.M.
KANSAS CITY, MO.	Loew's Midlond	1228 Main Street	10/3	8:15 P.M.
LOS ANGELES, CAL.	Fine Arts	8556 Wilshire Boulevord	9/28	8:30 P.M.
MEMPHIS, TENN.	Laew's Palace	81 Union Avenue	10/3	8:00 P.M.
MILWAUKEE, WISC.	Tosa	6823 West North Avenue	10/2	8:30 P.M.
MINNEAPOLIS, MINN.	Granado	3022 Hennepin Avenue	9/28	8:30 P.M.
NEW HAVEN, CONN.	Loew's Poli	23 Church Street	9/27	8:00 P.M.
NEW ORLEANS, LA.	Laew's State	1108 Conal	9/25	8:15 P.M.
NEW YORK-NEW JERSEY	M-G-M Screen Raom	630 Ninth Avenue	9/27	2:30 P.M.
OKLAHOMA CITY, OKLA.	Uptown	1212 North Hudson	9/29	8:30 P.M.
OMAHA, NEB.	Dundee	4952 Dodge Street	9/28	8:30 P.M.
PHILADELPHIA, PA.	M-G-M Screen Roam	1233 Summer Street	9/28	11:00 A.M.
PITTSBURGH, PA.	Loew's Penn	6th and Penn. Avenue	9/27	8:30 P.M.
PORTLAND, OREGON	Esquire	838 N.W. 23rd	9/27	8:30 P.M.
ST. LOUIS, MO.	Loew's Stote	8th ond Woshington	9/27	8:30 P.M.
SALT LAKE CITY, UTAH	Marlo	1025 East 21st, South	9/27	8:30 P.M.
SAN FRANCISCO, CAL.	Loew's Warfield	980 Market Street	10/3	8:30 P.M.
SEATTLE, WASH.	Green Lake	7107 Woodlawn	9/28	8:30 P.M.
WASHINGTON, D. C.	Loew's Palace	1306 F Street, N.W.	10/3	8:30 P.M.

"There's GOLD in them thar MINES!"

★

M-G-M presents "KING SOLOMON'S MINES" starring DEBORAH KERR • STEWART GRANGER with Richard Carlson
Color by TECHNICOLOR • Screen Play by Helen Deutsch • Based on the Novel by H. Rider Haggard • Directed by
COMPTON BENNETT and ANDREW MARTON • Produced by SAM ZIMBALIST • A Metro-Goldwyn-Mayer Picture

Indiana Owners Now Known as Allied T.O.

Indianapolis, Sept. 18.—The Associated Theater Owners of Indiana henceforth will be known as the Allied Associated Theater Owners of Indiana. Action to change the name was taken by the board so that it will be more easily identifiable as a unit of national allied, according to Trueman Rembusch, who is president of both organizations.

Rembusch also announced the appointment of Ernest Miller of Indianapolis and Guy Hancock of Plainfield as ATOI representatives on the local COMPO committee. Claude McKean and Russell Brentlinger, branch managers of Warners and RKO respectively, have been named to represent the distributors.

Allied to Take Up Co-op Plan

(*Continued from page* 1)

reduced substantially, thus reducing manufacturing costs, should have brought about a corresponding decrease in the price of new projection heads.

"Until outside manufacturers entered the outdoor theatre speaker field the price of these units was in the neighborhood of $40 per unit. Since competition entered that field, good units have become available for as low as $14 per unit," said Rembusch.

"It is obvious that the monopoly and price-fixing inherent within the theatre equipment and supply market is due in no small part to the closely-knit organization know as TESMA," he added.

Berenson will go to the national Allied convention to be held in Pittsburgh at the William Penn Hotel on Oct. 2-4, prepared to sell his idea for a national Allied "Co-op" to handle the exihibtors' equipment.

"Berenson pointed out that the mark-ups used in the equipment and supply business are greatly in excess of mark-ups used in industries other than the motion picture field," continued Rembusch in a statement issued from his home here to the press. "The mark-ups in the merchandising of equipment and supplies for motion picture theatres run from a minimum of 100 per cent to as high as 300 per cent.

Berenson points out that a national Allied "co-op" would eliminate the alleged profiteering in the theatre equipment and supply field.

Benny Berger, president, and Stanley Kane, executive secretary, of North Central Allied, some three years ago advanced the "co-op" idea. Berger and Kane, coming from a territory highly saturated with "co-ops," are taking to the Allied Pittsburgh convention all of the background information necessary toward establishing one.

Syd Gross in New Industry Partnership

Syd Gross has announced the formation of Gross-Evans Associates, handling advertising and public relations and specializing in motion picture campaigns. Gross and his partner, S. H. Evans, will open offices in the Paramount Building on Oct. 1.

Gross, who recently resigned as co-director of advertising and publicity at Eagle Lion Classics, was national director of advertising, publicity and exploitation at Film Classics at the time of the merger between the two companies.

'Early Late Show'

(*Continued from poge* 1)

Commenting on the broadcast yesterday, Sullivan pointed out that an "early late show" policy might make possible considerable savings to theatre operators, not only in labor costs but also in fixed charges such as electricity and heating costs.

He revealed that he is scheduled to appear during the week of Oct. 9 on the Buddy Rogers Show, heard on WOR in New York and over a syndicate network, and that he plans to bring up the "early late show" question to this broader audience. He said he will ask for audience response.

Warner Cites Speech By Teddy Roosevelt

The current issue of Warner Pathe News carries the speech on Americanism made by the late President Teddy Roosevelt. Under direct instructions from Harry M. Warner, president of Warner Bros., the speech was included in the reel.

The address is part of a two-reel short subject.

Paramount Stock

(*Continued from page* 1)

the year in accordance with the reorganization plan upon surrender and cancellation of, and in exchange for, shares of common stock, the company indicated the number of shares outstanding at the end of the period to be 2,526,001.

The consideration for the issuance of these shares of common was the transfer to the company of its assets.

The 2,526,000 shares outstanding as of June 30 represented the balance of such shares remaining after deducting the 617,794 shares purchased by the company.

The consideration for, and the net proceeds of, the issuance of shares are being used for general corporate purposes of the company, it was stated.

10 Cities Tax

(*Continued from page* 1)

greatest increase, going from $225,000 to $545,000. Census officials said they did not know if the city had increased the tax rate.

New York City, showing the second largest total, reported $2,031,000 last year compared with $2,018,000 in the previous year.

Pittsburgh, number three on the list of 10, had $1,599,000 in 1949 compared with $1,590,000 in 1948.

Other cities and their totals are: Cleveland, $553,000; New Orleans, $433,000; Cincinnati, $340,000; Seattle, $505,000; and Columbus, $165,000.

The Census summary covered all financial figures for the 37 largest cities.

Anti-Hoarding Bill

(*Continued from page* 1)

copper, aluminum, cement, iron, gypsum board and certain textiles and chemicals. A "practicable minimum working inventory" is defined as the smallest quantity of material from which a person can reasonably meet his deliveries or supply his services, on the basis of current rates of operation.

Urges Bond Drive Effort

BOSTON, Sept. 18.—Samuel Pinanski, president of the Theatre Owners of America and American Theatres Corp. of Boston, named for the second year as chairman by the United States Treasury Department and the Council of Motion Picture Organizations to handle all motion picture activities in connection with the forthcoming savings bond drive, stated here today that "the motion picture industry has always been one of the greatest factors in forcefully bringing to the American public in every large city as well as small towns and hamlets, a message of our government in any emergency.

"Today as in the past our industry once again is called upon to exert every effort so that the people of America might be advised of the vital necessity of continuing the Democratic Freedom and way of life which we in America hold so dear, asking every American to buy savings bonds for the maintenance and continuation of liberty and freedom for all.

"As always, our government has been assured by all of the leaders of the motion picture industry of bringing this about. This is our pledge to our government."

Wald-Krasna

(*Continued from page* 1)

Tommy Gries, who was added to the executive staff, continues as liaison between Wald-Krasna and RKO. These appointments do not affect William Fadiman's authority in matters pertaining to stories and writers.

Meanwhile, the Wald-Krasna company becomes the first independent film unit to set up its own music publishing company with the announcement of the formation of Wald-Krasna Music, Inc., to publish and merchandise all songs to be used in their RKO Radio productions.

Since a number of the 60 pictures to be made by Wald-Krasna during the five-year terms of their recently signed contract with Howard Hughes will be musicals and a large number of songs will be used in their other films, the producers decided to take full advantage of the merchandising value of such music.

The partners also plan to engage song writers to custom-write tunes titled after each of their productions.

Wald-Krasna will arrange for copyrights to remain vested in their publishing company when they engage songwriters for the film songs. The new firm further expects to work out deals for the publishing of music from other RKO productions. In this way they will able to build up a catalogue of music available for use in connection with their subsequent films.

Mayer Protests

(*Continued from page* 1)

public, both producers of the show and NBT have done serious damage to this industry. We cannot believe that you, as the responsible head of Radio Corporation of America, condone such irresponsible attacks and we ask that you take steps immediately to see that this scene is not repeated on other stations."

The scene complained of by Mayer revealed the plight of the manager of a theatre whose patrons had vanished to watch television.

Boxoffice is better when patrons hear

Voice of the Theatre REG. TRADE MARK

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FIRST

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. [illegible] NO. 56 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 20, 1950 TEN CENTS

20th-Fox Hits Half-Way Mark n Production

t Are Completed, Eight lore Are Under Way

BEVERLY HILLS, Sept. 19.—With films already completed and ght now in production, 20th Cen-ry-Fox has over half its releases r the next year either completed or the road to completion, it was re-aled at the company's studio to-y. Eight of the pictures, all major oductions, are in Technicolor.

Scheduled for October release are: Mister 880," starring Burt Lancas-er, Dorothy McGuire with Edmund wenn, and directed by Edmund oulding for producer Julian Blau-ein; and "I'll Get By," a Technicolor usical starring June Haver, William undigan, Gloria De Haven, Dennis ay and Harry James. Richard Sale rected and William Perlberg was oducer.

To be released in November are:

(*Continued on page* 16)

Will Honor Smith n Releasing '880'

Conjunction of the release of 20th entury-Fox's "Mister 880" with the Andy Smith Week" celebration to be bserved Oct. 15-21 during the Branch Manager's Testimonial drive, marks ne first time that the company has esignated a single film to be honored uring a distribution department cam-aign.

Selection of "Mister 880" as the key lm of the week honoring the com-any's distribution chief on his 35th niversary in the industry was made llowing early reports on the re-ctions to the picture. Based on highly udatory trade paper reviews, a eries of enthusiastic sneak preview

(*Continued on page* 16)

Weigh UA Financing At Meet Here Today

Paul V. McNutt, United Artists oard chairman, is expected to present o the meeting of company leaders ere today a full picture of prospects nd possibilities for the financing of uture company operations and the roducers whose product it releases. Jp to the present, prospects and pos-

(*Continued on page* 16)

$1,250,000 Gross For 'Red Shoes' at The Globe Theatre

"Red Shoes," currently marking its record-setting 100th week at the Bijou Theatre here, has grossed over $1,250,000, at that house alone, according to Maurice Maurer, vice-president in charge of operations of City Entertainment Corp., which operates the Bijou as well as the Astor and Victoria.

The picture will remain at the house until around Nov. 23 when Stanley Kramer's United Artists release, 'Cyrano de Bergerac," will make its bow. "Red Shoes" has played to over 800,000 persons at the theatre, Maurer revealed, and it is still grossing around $7,000 a week.

(*Continued on page* 16)

'Early Late-Show' Clicks in Queens

Heavy voting continues in the 91 theatres of Queens, New York Ctiy, where the public is balloting on a change in screen time schedules. With two exceptions, all theatres report that fans are casting their votes predominantly in favor of the proposed "Early Last-Show Plan," under which the complete last two-feature show on weekday nights would begin between

(*Continued on page* 16)

Army-Navy Game on Theatre TV; Fifth House Gets Video

The 1950 Army and Navy football game will be shown on theatre television, it was announced here yesterday by S. H. Fabian, president of Fabian Theatres.

"This marks the first time that the Army and Navy football game will be on theatre television, said Fabian. "We have completed arrangements so that the game will be available to everyone in theatre television within the inter-connected television areas."

The game will be played this year on Dec. 2, at the Municipal Stadium in Philadelphia. The television pick-up will be originated by a television

(*Continued on page* 16)

U-I Worldwide Ad Confab Here Oct. 5

A world-wide advertising-publicity meeting has been arranged by Universal-International in this country next month to complete plans for the global launching of "Harvey," starring James Stewart. Details of the gathering were announced jointly yesterday by Alfred E. Daff, executive vice-president of Universal International Films and David A. Lipton,

(*Continued on page* 15)

Allied Charges Films Are Free On Phonevision

FRANKLIN, Ind., Sept. 19.—Charging that the contract being used by Zenith Radio to secure subscribers for its test run of Phonevision in Chicago levies no legal obligation upon the subscriber to pay for pictures seen on Phonevision and thus "sets up a pattern of free films," Trueman T. Rembusch, national Allied president, served notice today from his headquarters here that the Allied board will act on the matter at its Pittsburgh meeting on Sept. 30-Oct. 1.

(*Continued on page* 15)

Harvey Is Re-elected President of PCCITO

SAN FRANCISCO, Sept. 19.—Pacific Coast Conference of Independent Theatre Owners officers elected for the coming year were: Rotus Harvey, president; Ben Levin, treasurer, and Mrs. Hannah Koppie, executive secretary.

Al Rogell, president of the Screen Directors Guild, spoke before the convention. Hoagy Carmichael also attended the convention, which was held at Cal-Neva on Lake Tahoe, Cal.

20th-Century Fox Tells World About "Mister 880"

NEFC Slowed By Changing Trade Status

'Corporately Alive' but Future Looks Uncertain

National Exhibitors Film Company, organization of prominent circuit operators which evolved a little over a year ago from a need for more product, has become increasingly inactive in recent weeks from the standpoint of planning for the future. In consequence of this, conjecture has been prevalent in the industry that NEFC may never undertake to finance pictures.

Answering such conjectures yesterday, Si H. Fabian, head of Fabian Theatres, who is president of NEFC, said that while it is true that there is no specific financing activity laid out for the NEFC, the organization still is "alive" as a corporate entity and recently registered corporation papers with the

(*Continued on page* 15)

McIntyre Replaces Kilroe at 20th-Fox

Harry J. McIntyre has been named copyright attorney for the 20th Century-Fox home office, replacing Edwin P. Kilroe, who retired last month after more than 20 years with the company.

McIntyre, who is a member of the Dwight, Royal, Harris, Koegle and Caskey law firm, counsel to 20th-Fox, has worked with the company's home office legal department for the past 10 years. He has also been named to the copyright and title committees of the Motion Picture Association of America.

Kilroe was one of the industry's ranking copyright authorities. In the

(*Continued on page* 16)

Skouras Resumes Divestiture Talks

WASHINGTON, Sept. 19.—Theatre divestiture negotiations between the government and National Theatres were resumed here today after a lapse of several weeks, with indications that it will still be quite some time before an agreement is reached.

Charles Skouras, president of Na-

(*Continued on page* 16)

Personal Mention

DAVID O. SELZNICK is due to arrive here on Monday by plane from England.

•

N. BERNARD FREEMAN, Loew's Australasian managing director, has arrived here by plane for a five weeks' home office visit. Accompanied by his wife and daughter, he plans to visit New Orleans and Hollywood on his return trip.

•

GLORIA HELLER, of the Eagle Lion Classics accounting department, is being married to DR. CHARLES DE PHILLIPS on Saturday at the Gramatan Hotel, in Bronxville, N. Y.

•

CLEM KROMER, ELC accountant, became a father with the birth Sept. 12 of a girl, BARBARA, to MRS. JOYCE KROMER.

•

HUGH OWEN, Eastern and Southern division manager of Paramount, has returned to New York from Atlanta.

•

SAMUEL SCHNEIDER, Warner vice-president, and MRS. SCHNEIDER returned here yesterday from Europe on the *S.S. Queen Elizabeth.*

•

BRUCE MILLER, formerly with Monogram, has been retained as a salesman for Realart Pictures of California, Inc.

•

ARNOLD WILLIAMS, managing director of National Screen Service, Ltd., London, is in New York for a visit of several weeks.

•

JERRY DALE, former J. Arthur Rank Organization publicist here, will sail for an European vacation next Wednesday aboard the *S. S. America.*

•

BILL ORNSTEIN, M-G-M trade press contact here, will have a short story, "The Crime," published shortly in *Tomorrow* magazine.

•

LOUIS ASTOR, sales executive of Columbia, is in Washington on a business trip.

•

CECIL B. DEMILLE is back in Hollywood after a 10-day business trip to Washington, D. C., and Kansas City.

•

BEN KALMENSON, Warner distribution vice-president, is due back here today from Chicago.

•

TED R. GAMBLE, head of Gamble Enterprises, returned to New York yesterday from the Coast.

Confirms Italian Pact Against U.S. in Work

ROME, Sept. 19.—Guilio Andreotti, Cabinet Minister in charge of amusements, has confirmed the intention of the government to take further steps for the protection of the native film industry. He disclosed a proposed law to limit the import of American films here unless a reciprocal agreement is reached.

Insider's Outlook

By RED KANN

"MISTER 880" is a striking illustration of the penchant of the 20th Century-Fox producing organization to dig out story material which is off the beaten path. Credit the approach to Darryl F. Zanuck.

He is the alert producer who first turned to newspaper headlines and topical subjects with such conspicuous success. While he has not abandoned these areas of potential film material, it is an interesting commentary on his current technique that he recognizes the need for the different and the unusual in today's exacting market and is gearing his activities ever more to this end.

■

There are many examples, of course. At random and eschewing any intention of going all-embracing these include his famous semi-documentary series like "The House on 92nd Street" and "13 Rue Madeleine"; his group of arresting sociological dramas like "Gentleman's Agreement," "Pinky" and the current "No Way Out."

Accenting the unusual for one reason or another are melodramas like "Night and the City," "Where the Sidewalk Ends" and "Panic in the Streets." There are those fine war dramas, illustrated by "Twelve O'Clock High," "Three Came Home" and "The Big Lift," and the best of the war comedies such as "I Was a Male War Bride" and "When Willie Comes Marching Home."

It seems to be an unnecessary gilding of the lily to remind of "Mr. Belvedere" and "Cheaper by the Dozen." Or of the staple named Grable and "Letter to Three Wives." Now it's "Mister 880."

■

This film is based on a factual incident first reported in *The New Yorker* by St. Clair McKelway. To Robert Riskin, long seasoned in fashioning expert scripts, was assigned the job of filling out the story structure; to him must go considerable of the credit for appreciating the possibilities and developing maximum values. To the direction was assigned Edmund Goulding, an old hand in Hollywood and one of its most experienced men. To Julian Blaustein, about whom it is indicated more will be heard in the days ahead, went the chore of producer. The trio has earned the right to bask in the rewarding satisfaction of a task eminently well done. This is why:

"Mister 880" is a mixture of charm, whimsey, gentle humor, heart-catch and romance. There is nothing violent about it, exhibitors who are aware of the requirements of their family patrons will want to know.

■

The pivotal character is Edmund Gwenn whose crude counterfeiting of $1 bills eluded Treasury Department solution for 10 years. A recurring ruffling of the files revives the case. Burt Lancaster is placed in charge, aided by Millard Mitchell and temporarily confused by Dorothy McGuire. Confused, that is, until she falls out of suspicion of complicity and into love with Lancaster who finds it agreeable and reciprocal.

The plot goes along its pleasant way, befuddling the Secret Service men until Miss McGuire happens on the truth. At that juncture, she is torn between duty to divulge her information to Lancaster and affection, generally shared by all who know him, for Gwenn.

■

Lancaster's persistent sleuthing ferrets the truth, however, before it has opportunity to unburden. He arrests Gwenn, who so arouses the sympathy of the court that he gets off with the minimum sentence of a year and a day which entitles him to pardon in four months. The quality of mercy is not strained in the case of "Mister 880," and it seems right that it should not be.

■

"Mister 880" is rich in delightful little touches and incidents. Its producing sponsors have endowed it with a heart-warming quality which audiences at large are quite apt to find irresistible. The balance between quiet heart tug, comedy and romance is deftly struck.

Here Lancaster is perhaps at his best. He is thoroughly believable as the Federal agent with an awareness to duty without sacrifice of heart. Miss McGuire, playing a career girl succumbing to romance, is bright and intelligent. Gwenn, around whom everything revolves, cuts an appealing figure as a rather benign old codger who dimly appreciates he is breaking the law yet calculates he is saving the Government money by staying out of a veteran's home which Navy service entitles him.

Newsreel Parade

NEWS from Korea and related events are current newsreel highlights. Other items include the Indo-China crisis, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 76—UN Invasion traps Reds. French battle Indo-China Reds. Football time in Texas. New Zealand fish story. Danish gymnastics. Gen. Eisenhower tolls freedom bell in Denver.

NEWS OF THE DAY, No. [illegible]-Marines push in Korea. Jungle war in Indo-China. Atlantic pact chiefs in conference. Venice anniversary. German wine crop. Sports. Meet Mr. Canada.

PARAMOUNT NEWS, No. 9—Showdown looms in Indo-China. Mrs. F. D. R. stumps for her son James. Tacoma replaces bridge that collapsed in 1940. Mr. Canada of 1950. All-girl rodeo. Korea: pattern for victory.

TELENEWS DIGEST, No. 38-A—Wounded "G. I.'s" hail landing. Action in Korea. Al Jolson entertains in Japan. Wilkes-Barre: City mourns soldier train dead. World's largest truck. Uruguay greets soccer champs. "Miss Europe."

UNIVERSAL NEWS, No. 388—Korea developments. Firemen drill in Spain. Sweater fashions in review. Regatta in Venice. News from the world of sport: blind golfer, water skiing.

WARNER PATHE NEWS, No. 115—A "G. I." writes a letter to his child. Atlantic pact talk. Gen. Bradley asks blood for Korea "G. I.'s" Korean refugees. News from the world of sport: football.

2 New Promotions For 'Mister 880'

"Mister 880" has been chosen as the New York City subways "Picture-of-the-Month" for October. Advertisements "plugging" the 20th Century-Fox production will appear in all New York subways during the next four weeks.

The film will have a world premiere at the Roxy Theatre here on Sept. 29.

Meanwhile, interest in "Mister 880," 20th-Fox reports, has led to the establishment of a host of "Mister 880" clubs in schools throughout the nation.

Purpose of the clubs, which were formed with the help of local exhibitors and financial organizations is to enlist the aid of teen-agers in keeping counterfeit money out of circulation. Club members have been alerted to watch for counterfeit money and to help prevent innocent people who are "stuck," from passing the bills on.

Idea is proving extremely popular among students, with "Mister 880" clubs getting the backing of savings institutions.

Roxy to Extend 'Eve' Advance Ticket Sales

As an additional convenience for Roxy patrons during the New York "scheduled performance" engagement of Darryl F. Zanuck's "All About Eve," orchestra and balcony tickets for each day's showings will go on sale each morning at the box-office, beginning with the opening day, Oct. 13, and continuing through the film's entire run. The boxoffice will open at 10 A.M. Loge tickets only may now be purchased in advance.

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IN "MISTER 880," BURT LANCASTER IS STEVE BUCHANAN, A HARD-HITTING SECRET SERVICE AGENT WHO CAN HANDLE A GIRL, A GRIN OR A COUNTERFEITER

MOVIE OF THE MONTH:

Mister 880

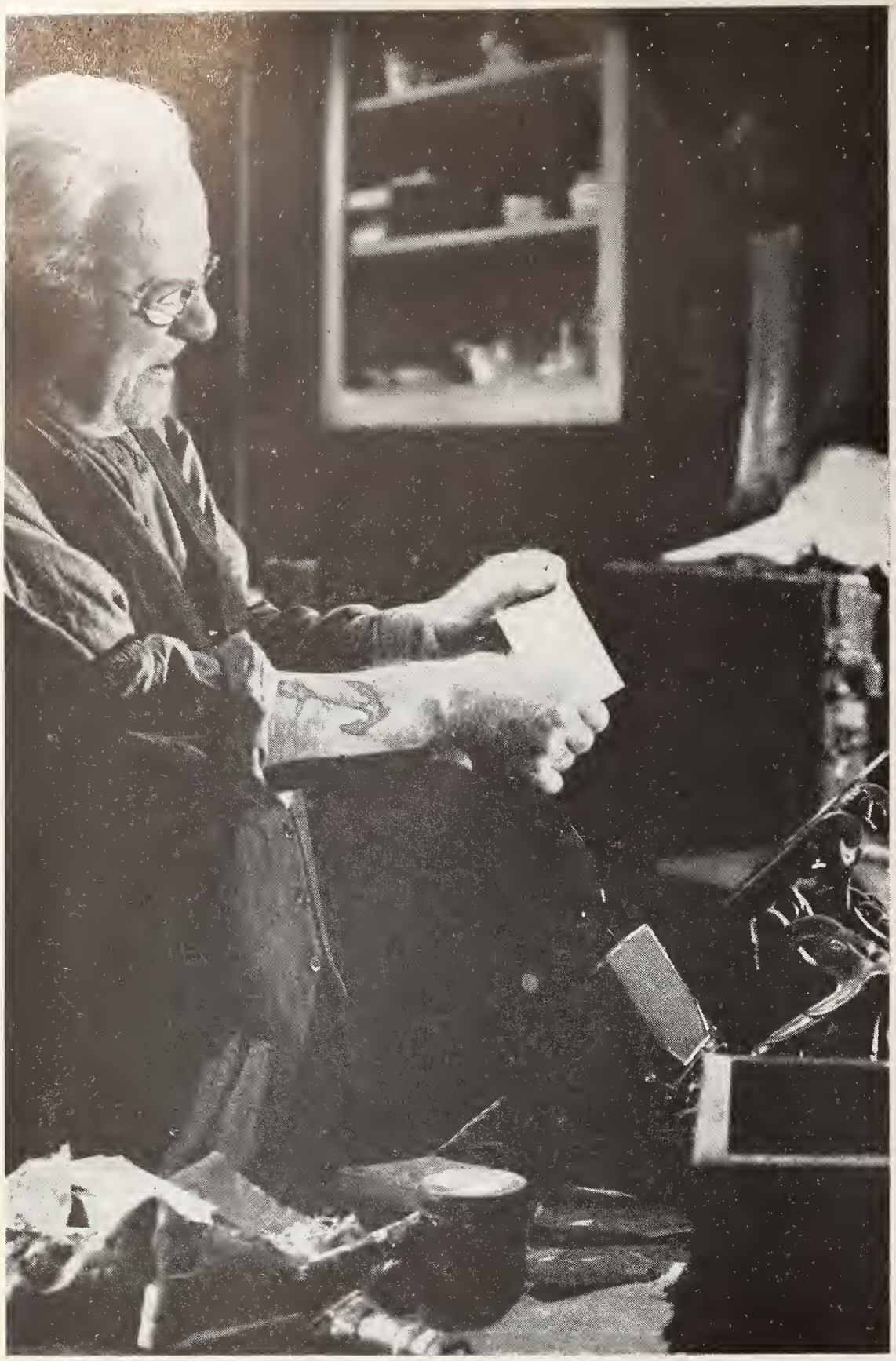
Heartwarming hit about a kindly old counterfeiter who leads the U. S. Secret Service a merry 10-year chase

For 10 years the best brains of the United States Secret Service were balked at every turn in their search for the maker of fantastically crude one-dollar bills which cropped up in New York City. Finally, a brilliant young agent from Washington picked up a trail leading to a beautiful girl and, through her, to a gentle old ex-mariner who had hit upon the practical idea of home-made currency to meet his meager monetary needs.

With great skill and care, Twentieth Century-Fox has blended fact and fiction into "Mister 880," one of the most beguiling and absorbing entertainments of the year. The agent is Burt Lancaster, whose name on a marquee has become ticket-sales insurance, and he comes through with a dynamic, razor-sharp performance. Dorothy McGuire is perfect as the girl in the case, and Edmund Gwenn, in the title role, has a characterization reminiscent of his Academy Award-winning Kris Kringle in "Miracle on 34th Street."

Producer Julian Blaustein, director Edmund Goulding and scenarist Robert Riskin have turned St. Clair McKelway's *New Yorker* articles into a memorable film sure to cater to large audiences.

CONTINUED ON NEXT PAGE



NOT SINCE "MIRACLE ON 34th STREET" has Edmund Gwenn had so engaging and heart-warming a role. As Mister 880, he blandly meets his monetary needs with home-made one-dollar bills. He prints them on a hand-press, hangs them out on a clothesline to dry.

"MISTER 880'S" counterfeits not only are so crudely amateurish but contain a misspelling of the word Washington (see above).

"MISTER 880" IS BASED ON A TRUE STORY

In 1949 alone, the United States Secret Service seized $1,354,868 in counterfeits, of which $651,445 actually was passed on to storekeepers, cashiers and other victims. The balance of $703,423 was captured before it could be negotiated.

Recently, newspaper reports pointed up the fact that counterfeiting again is on the increase. The resultant flood of "queer" money is, however, a far cry from the amateurish products of Mister 880, which nevertheless defied the Treasury Department for ten galling years. Probably there never has been another case with the ingredients of the one now brought to the screen.

So unique is the story that, when St. Clair McKelway's articles appeared last summer in The New Yorker, it created national attention. Producer Blaustein, upon reading the first one, immediately sent for the galley proofs of the others. He transmitted his enthusiasm for them as a screenplay to Darryl F. Zanuck, Twentieth Century-Fox production chief, who was then in Europe, and the latter not only gave him the green light but assigned him to produce the film.

Before Blaustein could bring the story to the screen, he had to get approval of the script from the U.S. Treasury Department and the Chief of the Secret Service. He also had to get special dispensation to use real money on the screen and to make the counterfeit plates used by Gwenn to print his spurious currency.

As technical advisor, the producer hired Arthur F. Grube, a retired Secret Service agent who was chief of the Los Angeles area for 10 years and who spent almost three decades tracking down counterfeiters.

IN HIS NEWEST ACTION ROLE, BOXOFFICE-HOT BURT LANCASTER GOES R

Rapidly on his way to becoming the nation's number one male boxoffice attraction, Burt Lancaster emerges in "Mister 880" as one of Hollywood's most talented stars as well. In "The Flame and the Arrow," in which he first played a derring-do role, his drawing power zoomed to sensational heights. Now "Mister 880" provides him with a role combining action, adventure and, in addition, romantic comedy. He proves as adept at love-making as at mayhem. Like Cagney and Bogart, the one-time circus acrobat cut his cinematic eye-teeth on tough-guy roles. He made a most auspicious debut in "The Killers" and continued in a homicidal vein in such other pictures as "Brute Force," "I Walk Alone" and "Sorry, Wrong Number," with only an occasional deviation from that type of role. His gay romancing of Dorothy McGuire in "Mister 880" leaves no doubt that moviegoers will be demanding more of the same.

TRAILING A COUNTERFEITER PACKS PLENTY OF ACTION...

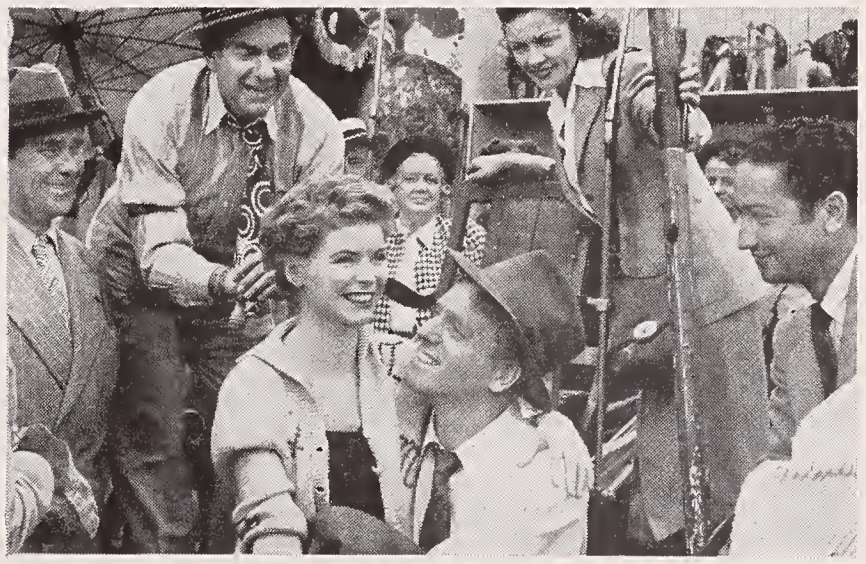
WHEN ANN WINSLOW (Dorothy McGuire) buys a miniature spinning wheel from her genial old neighbor, she gets her change in counterfeit bills. Unwittingly she passes one of them on to a counterfeit-wise cab driver.

SECRET SERVICE AGENT Steve, assigned to the case, outlines plan to outwit Mister 880. His colleagues listen cynically. Even his partner Mac (Millard Mitchell), is skeptical of their chances, but agrees to go along.

FIRST BREAK comes when the cab driver phones Secret Service to report the bill he has received. Steve and Mac trace the counterfeit dollar, unmistakably of Mister 880 vintage, to Ann, discover she is employed by the United Nations as a French interpreter. They trail her to Security Council Session at Lake Success.

TIC, TOO

BUT BURT FINDS TIME FOR A LOT OF LAUGHS. . .



AND TENDER ROMANCE WITH A BEAUTIFUL GIRL

CONTINUED ON PAGE 6

WHEN MAC, posing as a masher, accosts Ann, Steve gets a chance to play hero and makes her acquaintance. When Mac takes it on the chin, Steve "rescues" Ann.

TRADE PRESS

All agree that "Mister 880" is one

MOTION PICTURE DAILY

"This is solid, human entertainment. It is just plain enjoyable. Edmund Gwenn is superb, worth the price of admission alone. Watch the word-of-mouth build-up."

THE Independent FILM JOURNAL

"A charming piece of picture-making which word-of-mouth plugging undoubtedly will boost into heavy-gross category. Endowed with the same delightful appeal which flavored 'Miracle on 34th Street' Lancaster and McGuire are first-rate . . . Gwenn is superb. Packed with humanness and humor!"

FILMS RADIO VIDEO MUSIC STAGE
VARIETY

"Sheer delight . . . Sparkling with fresh dialogue and studded with situations which must set any audience, anywhere, in the best of good humor. Pure entertainment, designed to delight the hearts of audiences from Times Square to Tompkins Corners, and cause the exhibitor to reach happily for the black ink bottle. There is merchandising value of high order in Burt Lancaster, Dorothy McGuire and Millard Mitchell. This is Entertainment, that's all!"

THE Hollywood REPORTER

"No picture has come from 20th Century-Fox this year with greater promise of being a boxoffice smash. This one is gifted with qualities that may very well mark it as the most appealing to bear the 20th-Fox stamp in 1950. Possesses much of the flavor that made 'Miracle on 34th Street' a boxoffice pile driver. A refreshing experience in movie-going that goes straight to the heart and leaves one feeling good all over. It is pictures such as this that make the exhibitor overflow with optimism and give substance to the argument that there is nothing wrong with the business that good pictures can't cure."

UNANIMOUS

of the year's top money-makers...

BOXOFFICE

"One of the fine entertainments of the year. Here is a film of gentle humor, pathos—and entertainment. Excellent narrative values, fine cast and production, plus superb direction. It can't miss at the boxoffice."

SHOWMEN'S TRADE REVIEW

"Beguiling entertainment. One of those pictures which comes along every once in a while and captures the public's fancy. Captivating... will develop word-of-mouth strong enough to make it one of the season's top grossers."

THE FILM DAILY

"The laughs come so often that some of the dialogue is drowned out. Lancaster does a fine acting job, and Edmund Gwenn gives another ingratiating portrayal. A thoroughly entertaining and completely heartwarming comedy which will delight audiences of all ages and types."

DAILY VARIETY DAILY

"Excellent entertainment for the whole family. Brimful of comedy, drama and human interest to warm the hearts of all. Word-of-mouth enthusiasm will build attention. They'll love Edmund Gwenn, who performs magnificently. A contribution to the cause of better family entertainment."

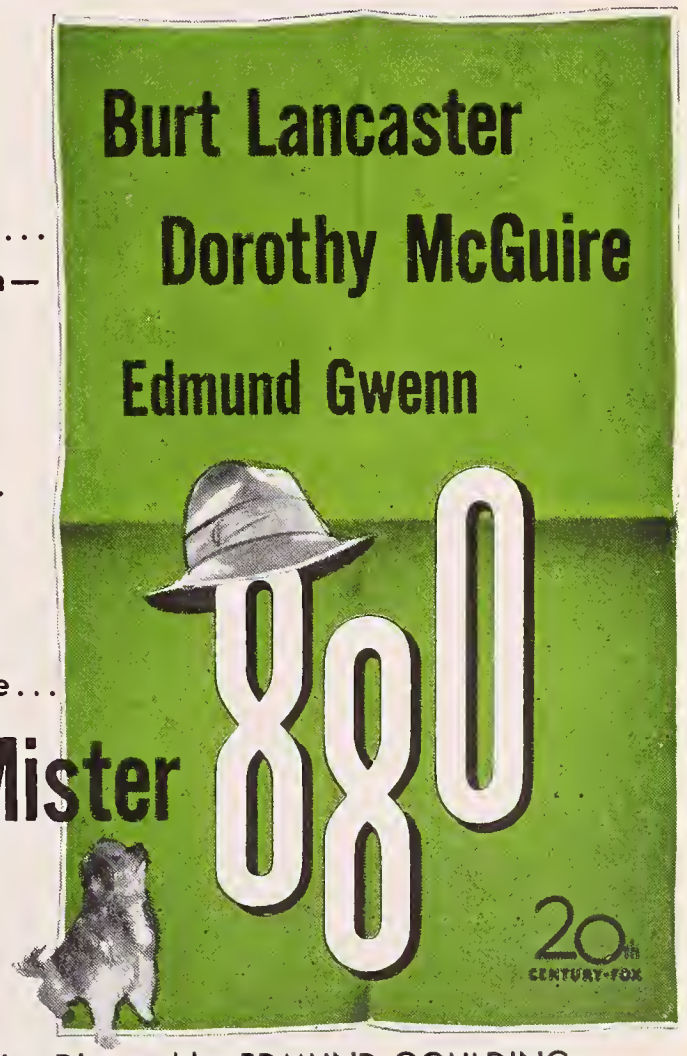
MOTION PICTURE HERALD

"Looms as big hit—the 'Miracle on 34th Street' of the 1950 season! A delightful film... with charm, great good humor and terrific laughs spread generously through its genial narrative. Burt Lancaster's performance is an asset not to be underestimated. Bound to beguile audiences from six to sixty!"

What is 880?

It could be **Burt Lancaster's** address...
Or it might be the price of roast beef...
It might be **Dorothy McGuire** (But since 880 is a mister, that rules her out).
It might be a famous locomotive...
an important license plate...
a small town phone number...

This much we will tell you...
It's a wonderful new motion picture...
So warm and human—
So alive and real
It will always be on the tip of your tongue...
It's just about the grandest movie you'll be seeing in a long, long time...



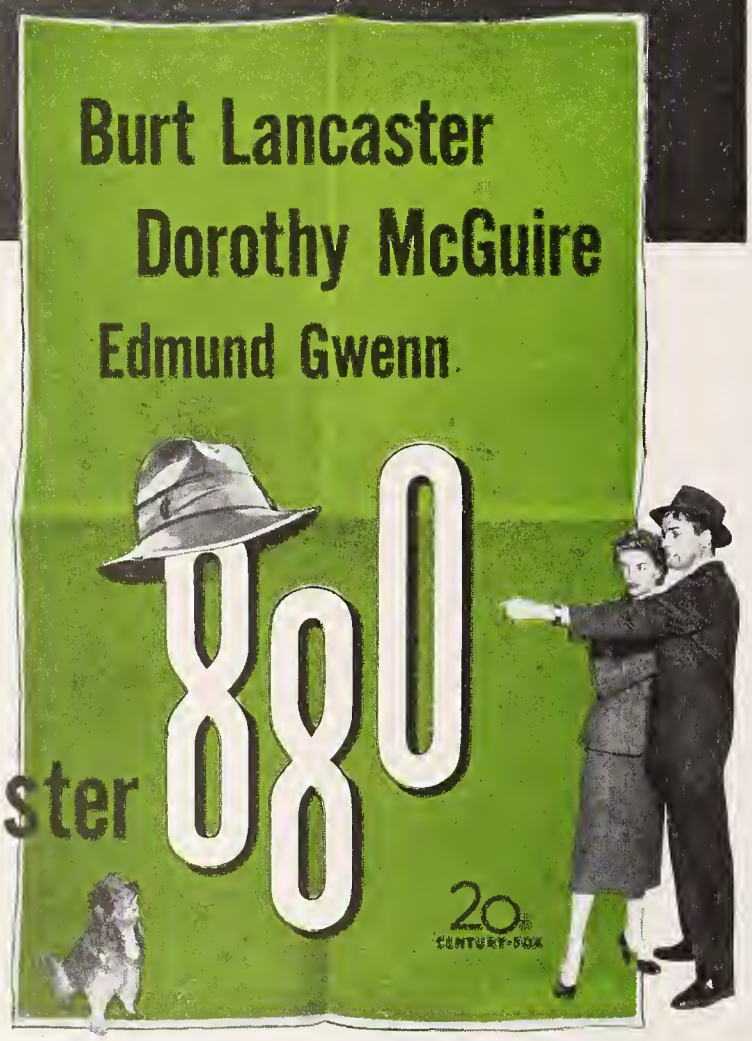
with MILLARD MITCHELL · Directed by EDMUND GOULDING
Produced by JULIAN BLAUSTEIN · Screen Play by Robert Riskin
Based on an Article in The New Yorker by St. Clair McKelway

Did you know...

for 10 years they
were after Mr. 880 but whenever they
came close, he
would just 23 skidoo!
It remained up 2 Burt Lancaster
the number 1 Secret Service Man
2 find him...
then along came 1 Dorothy McGuire,
and Lancaster
almost forgot 2
10
2 his business.
But finally,
they cornered 880 and saw to it that
the old rascal
paid 4 his crimes.

WHICH ALL ADDS UP TO

1 wonderful picture!

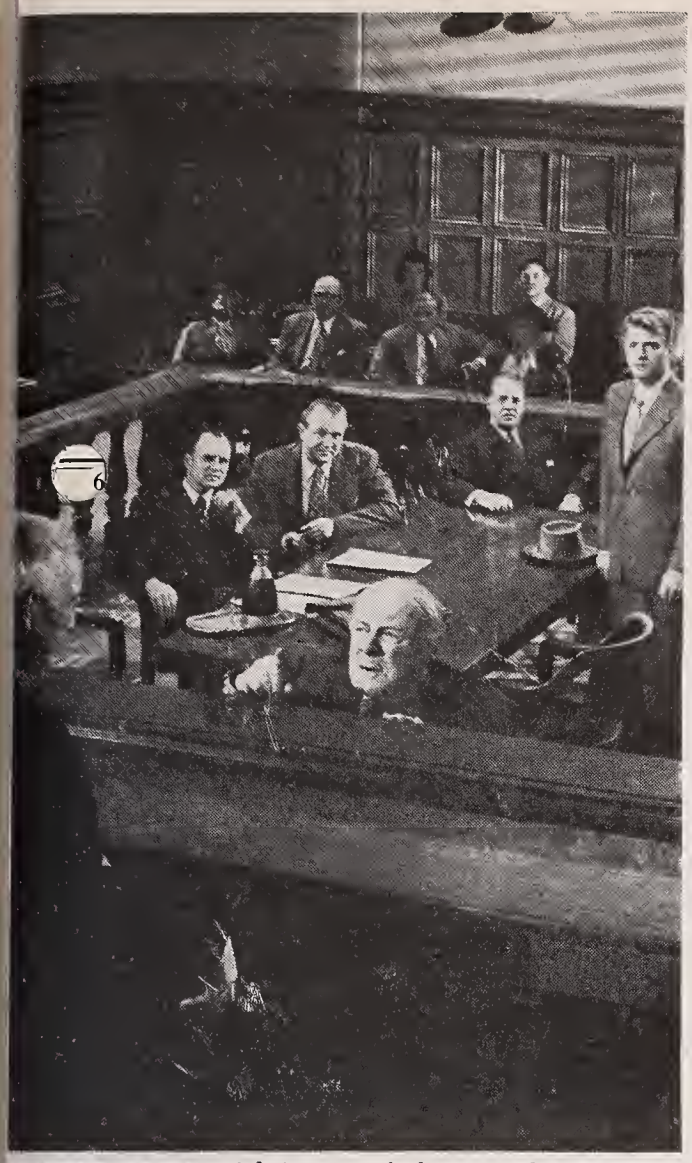


with MILLARD MITCHELL · Directed by EDMUND GOULDING
Produced by JULIAN BLAUSTEIN · Screen Play by Robert Riskin
Based on an Article in The New Yorker by St. Clair McKelway

STEVE ACCURATELY guesses where the next "880" phoney bill will turn up, a Brooklyn automat. But cherub-faced Mister 880 safely passes one right under Mac's nose.

NOW AWARE Steve is an agent, Ann finds herself enjoying the surveillance. Steve, whose interest is also more than strictly professional, holds her in "protective custody".

SUSPICION centers on Mister 880. Confronted by Steve, the old gent freely admits he is "880", explains counterfeiting kept him off relief, and so saved government money.



MISTER 880'S trial is one of the most heartwarming scenes ever to reach the screen. In a dramatic turn of events, Steve pleads for clemency for the genial old codger.

DRAWING LIGHTEST possible sentence, Mister 880 almost pays nominal one-dollar fine with one of his homemade bills. Steve and Ann draw a life sentence—together.

U will B tickled...

to C Mr. 880, the old counterfeiting

Q

T who's been giving the U.S.

H for over ten years. BUT

special agent Lancaster puts

the K

O on the wonderful rascal in a

chase so merry that

U will say

O Dorothy McGuire!

O

G what a wonderful picture!

which all spells an

L-egant good time!

Burt Lancaster

Dorothy McGuire

Edmund Gwenn

Mister 880

20th CENTURY-FOX

with MILLARD MITCHELL · Directed by EDMUND GOULDING

Produced by JULIAN BLAUSTEIN · Screen Play by Robert Riskin

Based on an Article in The New Yorker by St. Clair McKelway

MISTER 880 COMES TO YOU
BACKED BY 20th's FAMED
PRE-SELLING and SHOWMANSHIP!

$450,000 NATIONAL
CAMPAIGN WILL SHOUT
THE NEWS ACROSS THE LAND!

MULTIPLE INSERTIONS IN
LIFE, SAT. EVE. POST, COLLIERS,
TIME, NEWSWEEK, NEW YORKER!

"Mister 880" is in the "3 QUALITY PICTURES A MONTH" PARADE

with

MY BLUE HEAVEN *Technicolor* • THE BLACK ROSE *Technicolor* • NO WAY OUT • BROKEN ARROW *Technicolor* • MISTER 880 • THE GUNFIGHTER • PANIC IN THE STREETS • ALL ABOUT EVE • TWO FLAGS WEST • THE JACKPOT I'LL GET BY *Technicolor* • AMERICAN GUERRILLA IN THE PHILIPPINES *Technicolor* FOR HEAVEN'S SAKE • THE FIREBALL • WHERE THE SIDEWALK ENDS

There's No Business Like 20th CENTURY-FOX Business!

TVA Asks Loyalty 'Snoopers' Probe

Condemning "individuals or groups who in their anti-Communist zeal destroy basic individual rights which have made our country great and strong," Television Authority has called upon the American Bar Association and the Association of the Bar of the City of New York to appoint a committee for the purpose of exposing such "snoopers and fanatics."

TVA, which represents in television members of Actors Eqrity, the American Guild of Variety Artists, American Federation of Radio Artists, American Guild of Musical Artists and Chorus Equity, emphasized that its board "condemns Communism and abhors this vicious and ungodly ideology which has taken root in some parts of the world." TVA is affiliated with the AFL.

Releasing yesterday details of action taken at last week's meeting here of the Eastern section of the TVA national board, the organization said it viewed "with great alarm the tendency on the part of sponsors and advertising agencies of succumbing to self-appointed pressure groups."

"The United States Government," TVA declared, "is the only qualified body capable of determining through judicial process who is and who is not loyal, and TVA stands ready and willing to assist our government in ferreting out disloyal Americans. If our American form of government is to survive, snoopers and fanatics must be exposed for what they are."

Para. Division Heads To Hold 2-day Meet

Paramount Film Distributing Corp. will hold a divisional sales managers' meeting at the home office here on Sept. 27-28, A. W. Schwalberg, president, announces. He said it will be the first such meeting since June.

Schwalberg pointed out that the gathering would be held in accordance with the company policy of calling periodic conferences of division managers for the purpose of exchanging ideas. The meeting will cover 1950-51 product, sales and merchandising problems and progress, and general industry conditions.

Schwalberg will preside at the session, assisted by E. K. (Ted) O'Shea, vice-president. Division managers in attendance will be: Oscar Morgan, short subjects and newsreels; Gordon Lightstone, Canada; Howard Minsky, Mideastern; George A. Smith, Western; Hugh Owen, Eastern and Southern; James J. Donohue, Central; and Duke Clark, South-Central.

65 N.E. Theatres Hit by Bus Strike

BOSTON, Sept. 19.—The bus strike against New England lines, which is affecting about 65 theatres in the Northeastern parts of Massachusetts, Southern New Hampshire and Southern Maine.

With public transportation at a standstill, 25,000 passengers are seeking other means of travel to home, business, shopping centers and theatres. Buses through Billerica, Lawrence and Lowel, in Mass.; Nashua, Manchester, Concord, Laconia and Portsmouth, N. H.

Sydney Box Says High Taxes In Britain Rule Out Profits

With government amusement taxes on each film totaling more than the average production budget, British producers must look to foreign markets, especially the U. S., for the possibility of showing a profit, Sydney Box, executive producer for J. Arthur Rank now visiting America, told the trade press here yesterday.

Box, accompanied by his wife and colleague, Mrs. Muriel Box (they won the 1946 Academy Award for the screenplay of "The Seventh Veil"), and their daughter, is here for the U. S. premiere of his latest production, "Trio," which Paramount has scheduled to open at the Sutton on Oct. 9, and for a vacation—his first, Box said, in 11 years.

Though his contract with Rank is formally in force until the end of the year, Box is negotiating the final details on an independent production, "Across the River," whose financing, filming and ultimate marketing will illustrate, Box disclosed, the ingenuity of present-day British producers.

"The average British feature is budgeted at £150,000," Box said, "and it may gross £500,000 in its domestic market. Of that, the government gets £200,000 in taxes, exhibition takes its 60 per cent, leaving £120,000 to the producer. Knock off another £25,000 for distribution expenses and one can see that £150,000 brought back only £95,000."

These figures tell the reason behind the decline of production in Britain, Box said. Big producers, such as Rank, prefer to back an independent for some 70 per cent of the budget, leaving second-money to be supplied by the government's National Film Finance Corp. However, Box does not expect Rank to abandon his own production entirely and predicted that Rank will make "five or six" pictures in the coming year.

Box expects the new government "pool" plan, under which producers receive a part of the amusement tax in the form of a subsidy, to alleviate the situation, but not enough to perfrom the British market.

This gap must be closed by foreign distribution, Box said, mentioning that "Quartet," which like "Trio" was based on Somerset Maugham short stories, grossed more in the U. S. than in Britain. Box plans to tailor his independent ventures, all to be written and directed by himself and Mrs. Box, to the international market.

"Across the River," based on a Graham Greene story, will be financed by English, Spanish and American capital, shooting will be done on the U.S.-Mexican border and in Spain, and sound work will be done in British studios. Three American actors will appear in the film and a Spanish version will be made in addition to the English. Box declined to reveal his American distributor now.

UJA Testimonial For Henry Jaffe

Henry Jaffe, New York and Hollywood theatrical attorney, will be honored by his associates at a luncheon on Thursday, Sept. 28, at the Hotel Pierre, to be given under the auspices of the radio, television, stage artists and band leaders division of the United Jewish Appeal of Greater New York.

Presiding over the testimonial will be Manie Sacks of RCA, chairman of the division for the 1950 UJA campaign. Gitti Zand, New York civic leader, who has made several visits to Israel to study the situation there and in the Middle East generally, will be guest speaker. James Sauter, luncheon co-chairman, will also speak.

M-G-M Stages Bow Of 'New Orleans'

NEW ORLEANS, Sept. 19.—M-G-M staged the world premiere of "Toast of New Orleans," at Loew's State here tonight.

Actress Kathryn Grayson came in from the Coast for a round of activities in connection with the opening, which was preceded by a parade down Canal Street to the theatre. Local and state officials also were on hand for the event, supervised by Rodney Toups, manager of the theatre, and Emery Austin, M-G-M field representative from Atlanta.

Acquire French Film

U. S. distribution rights to the French film, "My First Love," have been acquired from Leo Cohen by Arthur Davis Associates, it is announced by Dave Dubin, Davis' sales manager. A Broadway premiere is scheduled for October.

Variety-MPIC-UPM Cooperation Is Set

Through arrangement between Robert J. O'Donnell for Variety Clubs International, Art Arthur of the Motion Picture Industry Council and the Unit Production Managers' Guild in Hollywood, all production groups going on location will receive guest cards to the nearest Variety Club Tent. Under a system that has been set up with the further support of Marc Wolf, Variety International Chief Barker, the Guild will notify the nearest Tent whenever a location troupe is scheduled to leave Hollywood and will also furnish the name of the unit manager in charge.

The nearest local Tent so advised will then contact the unit manager in charge of the troupe and the facilities of the Tent will be extended to all in the company who, in turn will cooperate by making themselves available at the Tent for any function that may be scheduled during the time of the residence on location and consistent with their shooting schedule.

Disney Maps Big 'Alice' Campaign

HOLLYWOOD, Sept. 19.—An extensive promotional campaign for Walt Disney's "Alice in Wonderland," was mapped during a week long series of meetings concluded yesterday at the Disney studios.

Forty representatives of merchandising organizations, along with the entire Disney New York sales force, and the staff of the C. J. LaRoche Advertising Agency, attended the seven-day session, called by Roy O. Disney, president of the studio. The promotional campaign will be inaugurated nearly a year in advance.

Para. Theatre Books Seven for Season

With Universal-International's "The Sleeping City" replacing "Fancy Pants" at the New York Paramount Theatre today, Robert M. Weitman, United Paramount Theatres vice-president and managing director of the theatre, announced yesterday that bookings for the balance of the year are complete.

Following "Sleeping City," which stars Richard Conte and Coleen Gray, will be "Union Station," starring William Holden, Nancy Olson and Barry Fitzgerald. Next will be the Hall Wallis production, "Dark City," starring Charlton Heston, Lizabeth Scott, Viveca Lindfors, Dean Jagger and Don DeFore.

For the first time since 1936 a 20th Century-Fox film, the Technicolor musical, "I'll Get By," will be shown at the Paramount showcase. It stars June Haver, William Lundigan, Gloria DeHaven, Dennis Day and Harry James. For its 24th anniversary, the theatre will show "Copper Canyon," another in Technicolor, starring Ray Milland, Hedy Lamarr, Macdonald Carey, Mona Freeman and Harry Carey, Jr. Next will be "Let's Dance," in Technicolor, starring Betty Hutton and Fred Astaire.

Bing Crosby's "Mr. Music" will usher in the Christmas season. Starred with Crosby are Nancy Olson, Charles Coburn and Ruth Hussey. Others featured are Robert Stack and the dance team, Marge and Gower Champion. Guest stars featured with "Mr. Music" himself are Groucho Marx, Dorothy Kirsten, Peggy Lee and The Merry Macs.

Booked to appear in person at the Paramount are Tony Pastor and his orchestra, the De Marco Sisters, Duke Ellington and his orchestra, Sarah Vaughn, Janis Paige, Morey Amsterdam, Tex Beneke and his orchestra, the Ames Brothers, Jimmy Dorsey and his orchestra, the King Cole Trio, Dick Contino, Billy De Wolfe, Red Buttons and Patti Page.

COMPO Reels to Aid Crusade for Freedom

This Friday's editions of all newsreels will have attached an 80-foot trailer promoting the Crusade for Freedom, it was announced here yesterday by the Council of Motion Picture Organizations.

Made in cooperation with the industry, the trailer will feature Gen. Lucius D. Clay, who will explain the plans of the Crusade for Freedom, which has for its objective the financing and operation of radio stations and other media of communication to carry the message of Democracy beyond the Iron Curtain. The trailer has been approved by COMPO's exhibitor screening committee.

Warner Promotes 2 To Sales Posts

The promotion of two Warner salesmen was announced here by Ben Kalmenson, the firm's vice-president in charge of distribution.

Arthur Weinberger, office manager, was advanced to Chicago city sales manager, while salesman Benjamin Elrid was promoted to the post of country sales manager. Both will be under the supervision of A. Jack Shumow, Chicago branch manager, and Harry A. Seed, manager.

Vote Studio Aid to Marine Recruiting

Footage and stock shots for the use of the U. S. Marine Corps in making recruiting trailers and films will be made available by the major studios, it was voted here at a meeting of the board of Motion Picture Association of America, with Eric Johnston, president, presiding.

Also approved was the request of David O. Selznick Productions for title registration of "The Ladies from Hell." It was emphasized that the name has been applied to the famous Scotch regiments, the Argyle and Sutherland Highlanders, since World War I, and Selznick agreed that all advertising and promotion of any film made with that title shall stress the military nature of the picture. The regiments have been assigned to the United Nations' front in Korea.

Attending the meeting, in addition to Johnston, were Albert Warner, Nicholas Schenck, Ned E. Depinet, Jack Cohn, Abe Schneider, John J. O'Connor, Austin C. Keough, Theodore Black, Spyros P. Skouras, Barney Balaban, Earl Hammons, Charles Moskowitz, Morey Goldstein, Francis Harmon, Sidney Schreiber, Fred Du Vall, and John J. McCarthy.

Emanuel Sets Oct. 2 Arbitration Hearing

Oct. 2 has been set for the initial hearing of this year's single arbitration case involving exhibitors and distributors and the American Arbitration Association.

Case evolved from litigation brought over a year ago by Elmwood Theatre Corp. against the five majors, and is intended to resolve the pattern of future clearances and availabilities in the Bridgeport-Stratford, Conn., area.

This is the action which Si H. Fabian agreed to arbitrate, later declining to do so because he could not be certain that a decision in the case would prevent future litigation. Jay Emanuel then was selected as arbitrator, the parties to the action having agreed that only an industry figure should serve as arbitrator in this case.

AAA, which is administering the arbitration, has made its offices here available for the Oct. 2 hearing.

Find Flier's Remains, Son of F. La Grande

The remains of Ensign Frank La Grande, Jr., son of Frank La Grande, Paramount executive in charge of Eastern and foreign laboratories, have been found and identified in a wrecked Navy plane in Mt. Baker National Forest in Washington. He disappeared on Feb. 8, 1945, while on an operational flight from the Arlington Naval Air Station.

Survivors include the widow, Adaline H. La Grande, and son, Frank La Grande III; his parents, and two sisters. Services will be held tomorrow at the Heus Funeral Home, Fort Lee, N. J.

Colosseum to Be Host

OMAHA, Neb., Sept. 19.—The local film industry will be in for a big evening here on Oct. 14, when the Colosseum will be host to personnel of other branches, president William Wink announced.

Urges Quick Anti-Tax Action on Local Level

ALBANY, N. Y., Sept. 19.—The adoption of a five per cent amusement tax by the Syracuse Common Council points up the need of local exhibitors to be on guard against similar moves elsewhere, Leonard L. Rosenthal, counsel for Upstate Theatres, Inc., said here.

"The only way to keep this movement from spreading," Rosenthal said, "is through organization and personal representation. Theatres should be organized and should have some alert person representing them at city halls. When theatres are suggested as a source of revenue, this representative should be in a position to state reasons why they should not be taxed. The effort, to be effective, must come early, not after an ordinance for an amusement tax has been introduced.

Warns of Danger

"If cities think they can get a nice slice out of theatres and can do so with out much protest," Rosenthal continued, "they will vote the tax. Exhibitors must be on the watch all of the time. Letters from the public to aldermen would be helpful."

The lawyer expressed the belief that the precedent, following Syracuse and Binghamton's collection of such a tax for the past year, might encourage other cities.

Climax Is Due Today in Fight on Syracuse Tax

SYRACUSE, N. Y., Sept. 19.—The Syracuse Motion Picture Committee, newborn group of 14 local theatremen representing the more than 20 theatres in Syracuse and vicinity, will carry exhibition's fight against the threatened five per cent city tax on admissions to the hearing which Mayor T. J. Corcoran will conduct at City Hall tomorrow.

The organization of theatremen already has put its anti-tax message on the screens of all local theatres in the form of trailers, and has completed arangements for securing petitions against the tax from theatre patrons, thus borrowing the technique which was used by the Council of Motion Picture Organizations' tax committee during the latter's drive for repeal of the Federal admission levy.

The city council has passed the five per cent city levy, and Mayor Corcoran is holding the hearing prior to taking action on the measure. The widespread opposition which the proposed tax has engendered was understood to have prompted the council to meet secretly prior to tomorrow's hearing with a view to substituting a sales tax for the controversial measure. Whether such a meeting actually has been held is unknown, however.

Newspaper Reaction

Meanwhile, local newspapers have issued editorial blasts against the council-approved levy. The Syracuse *Post-Standard* said the council had contrived "nasty little nuisance taxes" which would be intrinsically "discriminatory."

Members of the Syracuse Motion Picture Committee, which is expected to continue as a permanent organization, include: Sam Slotnick, Ray Owens, Murray Briskin, Jack Carp, George Smith, Sidney Grossman, Sol Sorkin, Vance Schwartz, Howard Rathbone, Eph Bettigale, Jack Rowe, Al Gilbert, Ray Merriman and Abe Cronin. The membership represents RKO, Loew's and Schine circuits, and various independents.

Coast Production Up; 23 Now Filming

HOLLYWOOD, Sept. 19.—The production tally climbed up four points this week, for a total of 23. Eight pictures were started, while four were completed.

Started were: "Fort Savage Raiders," Columbia; "Adventures of Skipalong Rosenbloom," Wally Kline Enterprise; "Inside Straight," Metro-Goldwyn-Mayer; "Cuban Fireball," Republic; "The Scarlet Pen" and "The Sword of Monte Cristo." E. L. Alperson Productions, 20th Century-Fox; "The Prince Who Was a Thief," Universal-International; "Jim Thorpe, All-American," Warner Brothers Completed were: "The Hero," Columbia; "It's a Big Country" and "Royal Wedding," Metro-Goldwyn-Mayer; "Ace in the Hole," Paramount.

Kane Ends Talks Here

Walter Kane has left New York for Hollywood after a week here discussing release plans on "You Can Beat the A-Bomb" with RKO Radio's president Ned E. Depinet and Robert Mochric, vice-president and general sales manager. Kane represents Emerson Productions and Crystal Productions, producers of this two-reeler showing how individuals and communities can best protect themselves from the effects of the A-Bomb.

Police Halt Film In Salt Lake City

SALT LAKE CITY, Sept. 19.—In the first action of its type in the Salt Lake City area, a film was closed by police. The film, "A Night at the Follies," showing at the Camark Theatre in South Salt Lake, was ordered halted by Marshal Edward B. Jackson on the ground that it "gives vent to indecency."

Marshal Jackson said he would station two men at the theatre to be sure the order is carried out. Theatre management had no comment on the action at this time. Old time theatre men in Salt Lake could not recall any similar previous action within their memory.

McCoy Leaves FCC, Replaced by Nelson

WASHINGTON, Sept. 19.—John McCoy, top Federal Communications Commission expert on theatre television and head of the FCC's branch handling legal television problems, has resigned and will temporarily be replaced by Joseph Nelson.

Sheridan Joins Wald

HOLLYWOOD, Sept. 19.—Bart Sheridan has been engaged by Jerry Wald and Norman Krasna to function as news editor for their new independent unit at RKO Radio. He will head the special projects program.

Discipline Martin, Lewis, ITOA Urges

In a telegram sent yesterday over the signature of Harry Brandt, president of the New York Independent Theatre Owners Association, the organization asked producer Hal Wallis to take disciplinary action against the comedy team of Dean Martin and Jerry Lewis, whom Wallis has under contract, for "tearing down the good public relations that we are building up through COMPO" in their television broadcast of last Sunday evening over WNBT.

During the broadcast, ITOA charged, "Martin and Lewis ridiculed motion picture exhibition and production and presented the industry in the worst possible light." The telegram said the comedy team was "guilty of a disservice to you, to Paramount which has released their films, to the exhibitors who play their pictures, and to the entire industry." On Monday Arthur Mayer, executive vice-president of COMPO, wired a protest of the Martin and Lewis performance to Frank Folsom, president of RCA.

SDG Calls RTDG 'Red-Controlled'

HOLLYWOOD, Sept. 19. — Mabel Walker Willebrandt, counsel for the Screen Directors Guild of America, filed a motion today to dismiss the Radio and Television Directors Guild's intervenor in National Labor Relations Board hearings, charging RTDG is Communist-dominated and is not in bona fide compliance with section nine, NLRB Act of 1947.

SDGA counsel cited alleged membership of various RTDG members in alleged reputedly Communist-front organizations as basis for charge of Communist-domination, and quoted the U. S. Labor Department as authority for assertion RTDG is not in compliance with the law.

The RTDG had filed an intervenor Monday in NLRB hearings growing out of SDGA's recent notification to all television stations that it is empowered to represent all who "direct pictures that move across the screen."

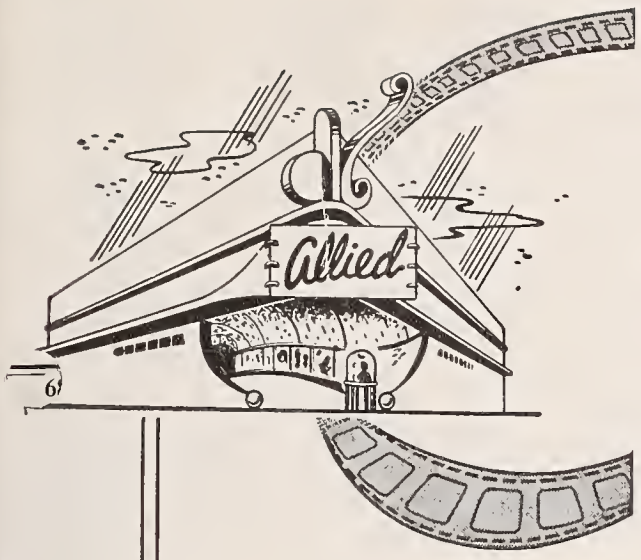
Midwest Trio Form Operating Company

KANSAS CITY, Sept. 19.—A new company, Consolidated Agencies, is being formed here to operate the six theatres owned by the Biechele-Baker-Schultz interests. Officers are C. A. Schultz, president; R. R. Biechele, vice-president, and George S. Baker, secretary-treasurer.

Theatres at present under the new setup are the New Center and Manor, McPherson, Kan.; New State, Mason City, Ia.; Osage, Kansas City, Kan.; Center, Oakley, Kan., and the Eastown, on the east side of Kansas City. The new company will also operate a chain of confectionery stores.

Warner Tourney Oct. 6

The annual Warner Club golf tournament will be held at the Westchester Country Club on Friday, Oct. 6. The event will be attended by members of the Warner Club and their guests, with a series of prizes for tournament competitors. Tom O'Sullivan, auditor of Warner Pictures International Corp., is chairman of the committee handling the affair.



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Allied States Association of Motion Picture Exhibitors

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WM. PENN HOTEL—PITTSBURGH, PA.

Every Independent Exhibitor Is Welcome

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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO	LIPPERT
July 30	(July Releases) BEYOND THE PURPLE HILLS Gene Autry O—70 min. (Rev. 7/20/50) CAPTIVE GIRL Johnny Weismuller Buster Crabbe D—73 min. (Rev. 4/24/50) DAVID HARDING, COUNTERSPY Willard Parker D—71 min. (Rev. 5/24/50)	(July Releases) GOLDEN SALAMANDER Anouk D—96 min. THE BLUE LAMP Dirk Bograde D—84 min. (Rev. 6/1/50)	THREE LITTLE WORDS (Color) Fred Astaire Vera-Ellen M—102 min. (Rev. 7/7/50)		(July Releases) THE LAWLESS Macdonald Carey Gail Russell D—83 min. (4923) (Rev. 4/7/50) MY FRIEND IRMA GOES WEST John Lund Marie Wilson C—91 min. (Rev. 5/31/50)	THE OLD FRONTIER Monte Hale O—60 min. (Rev. 8/2/50) JUNGLE STAMPEDE George Breakston Travelogue—60 min. (Rev. 8/4/50)	TREASURE ISLAND (Color) Bobby Driscoll Robert Newton D—96 min. (Rev. 6/21/50)	(July Releases) THE GUNFIGHTER Gregory Peck Helen Westcott D—84 min. (015) (Rev. 4/26/50) WHERE THE SIDEWALK ENDS Dana Andrews Gene Tierney D—95 min. (Rev. 6/26/50)	THE UNDERWORLD STORY Dan Duryea Gale Storm D—90 min. (Rev. 3/28/50)	(July Releases) WINCHESTER 73 James Stewart Shelley Winters D—92 min. (Rev. 6/7/50) PEGGY (Color) Diana Lynn Charles Coburn CD—77 min. (Rev. 6/20/50) ADAM AND EVALYN Stewart Granger Jean Simmons C—92 min. (Rev. 11/21/49)	50 YEARS BEFORE YOUR EYES (Documentary 73 min.) (Rev. 6/20/50)	FALLEN IDOL Ralph Richardson D-94 min. (Rev. 10/4/49) (Release—July)
Aug. 6		(Aug. Releases) DESTINATION MOON (Color) John Archer Warner Anderson D—91 min. (Rev. 6/26/50)		MASSACRE VALLEY Johnny Mack Brown O		VIGILANTE HIDEOUT Alan Rocky Lane O O—60 min. (Rev. 8/4/50)	OUR VERY OWN Ann Blyth Farley Granger D—93 min. (Rev. 3/20/50)					THE THIRD MAN Joseph Cotten Valli Orson Welles D—104 min. (Rev. 1/31/50) (Release—July)
Aug. 13	(Aug. Releases) IN A LONELY PLACE Humphrey Bogart Gloria Grahame D—94 min. (Rev. 5/17/50)	THE SUN SETS AT DAWN Walter Reed D EYE WITNESS Robt. Montgomery Leslie Banks D—104 min. (Rev. 7/20/50)	A LADY WITHOUT PASSPORT Hedy Lamarr John Hodiak D—84 min. (Rev. 7/13/50)	TRIPLE TROUBLE Bowery Boys CD	(Aug. Releases) THE FURIES Barbara Stanwyck Wendell Corey D—109 min. (4926) (Rev. 6/27/50)	THE SHOWDOWN Wm. Elliott Walter Brennan D—86 min. (Rev. 8/29/50)	COME SHARE MY LOVE Fred MacMurray Irene Dunne C-D OUTRAGE Mala Powers Tod Andrews D—74 min. (Rev. 8/24/50)	(Aug. Releases) STELLA Ann Sheridan Victor Mature C—83 min. (Rev. 7/19/50)	THE ADMIRAL WAS A LADY Edmond O'Brien Wanda Hendrix C—87 min. (Rev. 5/5/50)	(Aug. Releases) ABBOTT AND COSTELLO IN THE FOREIGN LEGION Bud Abbott Lou Costello C—79½ min. (Rev. 7/13/50) DESERT HAWK (Color) Yvonne DeCarlo Richard Greene D—77½ min. (Rev. 8/4/50) LOUISA Ronald Reagan Chas. Coburn C—90 min. (Rev. 5/31/50)	KISS TOMORROW GOODBYE James Cagney Barbara Peyton D—102 min. (Rev. 8/1/50)	
Aug. 20	CONVICTED Glenn Ford Broderick Crawford D-91 min. (Rev. 7/26/50) ON THE ISLE OF SAMOA Jon Hall Susan Cabot D—65 min. (Rev. 8/14/50)		SUMMER STOCK (Color) Gene Kelly Judy Garland M—109 min. (Rev. 8/4/50)	SILVER RAIDERS Whip Wilson O					THE MEN Marlon Brando Teresa Wright D—85 min. (Rev. 5/19/50)			
Aug. 27	BEWARE OF BLONDIE Penny Singleton Arthur Lake O—66 min. (Rev. 4/3/50) STREETS OF GHOST TOWN Charles Starrett Smiley Burnette O—54 min. (Rev. 8/9/50)					LONELY HEART BANDITS Dorothy Patrick Rob't. Rockwell D—60 min. (Rev. 8/31/50)	BORN TO BE BAD Joan Fontaine Robert Ryan D—94 min. (Rev. 8/22/50)					
Sept. 3	(Sept. Releases) THE PETTY GIRL (Color) Robert Cummings Jean Caulfield D—87 min. (Rev. 8/18/50) PROWL CAR Mark Stevens Edmond O'Brien D	(Sept. Releases) NAUGHTY ARLETTE Mai Zetterling D—86 min. HIGH LONESOME John Barrymore, Jr. Lois Butler O—81 min. (Rev.8/8/50)	A LIFE OF HER OWN Lana Turner Ray Milland O—108 min. (Rev. 8/11/50)	BIG TIMBER Roddy MacDowell O		FRISCO TORNADO Alan Rocky Lane O—60 min. (Rev. 9/11/50)	JOAN OF ARC (Color) Ingrid Bergman Jose Ferrer D—145 min. (Rev. 10/20/48)	(Sept. Releases) THE BLACK ROSE (Color) Tyrone Power Orson Welles D—120 min. (Rev. 8/7/50)	IF THIS BE SIN Myrna Loy Richard Greene D—72 min. (Rev. 6/28/50)	(Sept. Releases) SAODLE TRAMP (Color) Joel McCrea Wanda Hendrix O—77 min. (Rev. 8/28/50)	TEA FOR TWO Doris Day Gordon MacRae C—101 min. (Rev. 8/15/50)	TRAIN TO TOMBSTONE Don Barry O—56 min. (Release: 8/11/50) (Rev. 9/7/50)
Sept. 10	WHEN YOU'RE SMILING Jerome Courtland Lola Albright M—75 min. (Rev. 8/25/50)	BLACKJACK George Sanders Patricia Roc D	DEVIL'S DOORWAY Robert Taylor Louis Calhern D—84 min. (Rev. 5/16/50)		(Sept. Releases) FANCY PANTS (Color) Bob Hope Lucille Ball C—92 min. (5001) (Rev. 7/19/50)	PRISONERS IN PETTICOATS Valentine Perkins Robert Rockwell D—60 min. (Rev. 9/18/50) REOWOOD FOREST TRAIL Rex Allen O—67 min. (Rev. 9/18/50)	WHERE DANGER LIVES Robert Mitchum D—84 min. (Rev. 6/16/50) WALK SOFTLY, STRANGER Joseph Cotten Valli D—81 min. (Rev. 8/21/50)	MY BLUE HEAVEN Betty Grable Dan Dailey M—96 min. (Rev. 8/18/50) PANIC IN THE STREETS Paul Douglas Richard Widmark D—96 min. (Rev. 6/14/50)		SHAKEDOWN Howard Duff Brian Oonlevy Peggy Oow D—80 min. (Rev. 8/23/50) THE SLEEPING CITY Richard Conte Coleen Gray D—85 min. (Rev. 9/6/50)	PRETTY BABY Dennis Morgan Betsy Drake C—92 min. (Rev. 7/25/50)	
Sept. 17	INDIAN TERRITORY Gene Autry Gail Davis O—70 min. (Rev. 9/7/50)	HER FAVORITE HUSBAND Jean Kent C			UNION STATION William Holden Nancy Olsen D—89 min. (5002) (Rev. 7/12/50)			FAREWELL TO YESTERDAY (Documentary) 90 min. (Rev. 9/12/50)				BORDER RANGERS Don Barry O (Release 7/21/50)
Sept. 24	ACROSS THE BAOLANOS Charles Starrett O—55 min. (Rev. 9/15/50)	PAPER GALLOWS Dermott Walsh D	TOAST OF NEW ORLEANS (Color) Kathryn Grayson Mario Lanza C-M—97 min. (Rev. 8/24/50)			SUNSET IN THE WEST (Color) Roy Rogers O	EDGE OF DOOM Dana Andrews Farley Granger D—99 min. (Rev. 8/3/50)				THE BREAKING POINT John Garfield Patricia Neal D—97 min. (Rev. 9/11/50)	
Oct. 1	(Oct. Releases) THE FULLER BRUSH GIRL Lucille Ball Eddie Albert C-85 min. (Rev. 9/14/50)	(Oct. Releases) THE SECOND FACE Ella Raines D	RIGHT CROSS June Allyson Dick Powell D—90 min. (Rev. 8/16/50)		(Oct. Releases) COPPER CANYON (Color) Ray Milland Hedy Lamarr D—87 min. (Rev. 7/24/50)	THE MISSOURIANS Monte Hale O		(Oct. Releases) THE FIREBALL Mickey Rooney D-84 min. (Rev. 8/17/50) MISTER 880 Burt Lancaster Dorothy McGuire C-D-90 min. (Rev. 8/22/50) NO WAY OUT Richard Widmark Linda Darnell D—106 min. (Rev. 8/2/50) I'LL GET BY (Color) Bill Lundigan June Haver M		(Oct. Releases) HAMLET Laurence Olivier Jean Simmons D-142 min. (Rev. 7/1/48) WYOMING MAIL (Color) Stephen McNally Alexis Smith O WOMAN ON THE RUN Ann Sheridan Dennis O'Keefe D THE MILKMAN Donald O'Connor Jimmy Durante C-97 min.		RETURN OF JESSE JAMES John Ireland D—75 min. (Release: 9/8/50) (Rev. 8/31/50)
Oct. 8	LAST OF THE BUCCANEERS (Color) Paul Henreid Jack Oakie	SO LONG AT THE FAIR Jean Simmons D	TO PLEASE A LADY Clark Gable Barbara Stanwyck D	CHECKER UPRISING Whip Wilson O	DARK CITY Lizabeth Scott Don Defore D—97 min. (Rev. 8/9/50)						THREE SECRETS Eleanor Parker Patricia Neal D-98 min. (006) (Rev. 8/29/50)	HOLIDAY RHYTHM All-Star Cast M (Release 10/13/50)	

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.]

Global Production Now a Fixed Policy

With seven out of nine films now shooting in production away from Hollywood on far-flung locations throughout the world, 20th Century-Fox is continuing its policy of global production in search of added flavor and authenticity.

Three different continents and seven different countries are currently providing locations. In Hawaii, "Bird of Paradise," starring Jeff Chandler and Louis Jourdan, is being filmed in Technicolor, while Australia is the location for "Kangaroo," starring Peter Lawford and Maureen O'Hara.

Three are currently under way in Europe. These are "No Highway," starring Jimmy Stewart and Marlene Dietrich, in England; "Legion of the Damned" in Germany with Gary Merrill and Richard Basehart in leading roles; and "On The Riviera," a Technicolor musical starring Danny Kaye and Micheline Prelle, is in Southern France.

Montreal is headquarters for the company shooting "The Scarlet Pen," a drama which stars Charles Boyer and Linda Darnell, while Newport News is the location site for "The Flying Teakettle," a Gary Cooper starrer.

Films already completed but not yet released that were made away from Hollywood include "Two Flags West," made in New Mexico; "American Guerrilla in the Philippines," filmed in Technicolor on actual locations in the Philippines; "Fourteen Hours," made in New York; "I'd Climb the Highest Mountain," filmed in Technicolor in the mountains of Georgia; and "The Mudlark," made in England.

Phonevision

(*Continued from page* 1)

"As of this date Zenith has not announced what product they will use on the tests," Rembusch said, and it is very doubtful if they will be able to secure sufficient film for the test. If they do secure sufficient film the results obtained from the test will prove inconclusive due to one clause of the contract that has to do with the non-payment, by the subscriber, of his bill for Phonevision service.

The contents of that penalty clause are as follows:

"It is agreed that, in the event you do not make payment of our bills for Phonevision subscriptions within the time above specified, we, at our election, may remove from your home any television set and Phonevision decoder installed therein by us, or any Phonevision decoder we may have installed in your own television set; and on our direction the Illinois Bell Telephone Co., under such circumstances, shall have the right to remove from your home the connection above mentioned including the special leased telephone wire provided for the test."

"Such removal of our equipment and the special telephone connection shall constitute the only penalty for your failure to make payment of our bills, and we agree to take no legal action to collect such bills and we waive any right to enforce payment thereof."

"Under the provisions of this clause, obviously any Phonevision subscriber can order all of the Phonevision movies he wants without any legal obligation on his part to pay for the service," Rembusch continued. "Such a precedent in selling Phonevision to the public without any liability on the part of the subscriber to pay for service used, sets up a pattern of giving film away on Phonevision. Under these circumstances, the Allied television committee canont help but wonder if any producer would be fool-hardy enough to turn his back upon his regular customers, the exhibitors, and sell his films for Phonevision use."

The Allied television committee will also bring up for the board's consideration Gene Autry's latest deal with CBS to make 26 Westerns for television, under the title, "The Range Rider" and starring Jack O'Mahoney. Pete Wood, ITO of Ohio secretary, had previously protested Autry's appearance on TV. The protest drew a statement from Autry that his pictures on television improved his grosses at regular theatres.

Rembusch expressed the opinion that Autry's television expansion would be a topic at the Allied convention, which opens in Pittsburgh following the board meeting.

Roxy Says Early Reactions To 'Eve' Plan Are Promising

The Roxy theatre reports first reactions to the "scheduled performance" plan to be inaugurated by 20th Century-Fox for "All About Eve" are "exceptionally enthusiastic." For the last two weeks the theatre has been running a special trailer explaining the unique policy which the house will adopt for the run of that attraction.

The theatre put its loge seats on advance sale for the first time last Friday with patrons already purchasing their tickets for performances a month or more in advance.

Hundreds are asking questions of the ushers, studying the huge lobby displays giving further outline of the plan, and inquiring how and when the tickets may be purchased.

Favorable expressions from Roxy patrons center around the convenience of purchasing their tickets, and knowing that they will see the picture from the beginning without interruption, as well as being assured of a seat.

The trailer stresses the convenience of the policy and is being met with keen attention and enthusiasm by the viewers, the theatre reports.

Sullivan, Frick to Meet on Series Ban

Possible review of organized baseball's ban on theatre telecasting of the 1950 World Series will be discussed by Gael Sullivan, executive director of the Theatre Owners of America, and Ford Frick, president of the National League, at a meeting here tomorrow.

Last week Sullivan, in a letter sent to Frick, and to A. B. Chandler, high commissioner of baseball, and William Harridge, American League president, termed the ban "discriminatory" in view of the decision to permit sponsored television of the games, and asked for a reversal of the ruling. Chandler implied in his reply to Sullivan that the incident is "closed" for this season, but Sullivan hopes that his meeting with Frick may bring action.

Report 'Black Rose' Prints Booked Solid

Twentieth Century-Fox will have every print on "The Black Rose" booked solidy across the country this month, the company reported yesterday.

The film which went into mass day-and-date release over the Labor Day holiday has been getting the biggest play of any of the company's historical film of recent years, the distributors stated.

"The Black Rose" penetration is being credited to all-out advertising and promtion of the picture which amassed an unusual number of national tie-ups. These are currently being pushed in the leading department and specialty stores of the country. A large scale advertising campaign in the nation's leading magazines gave intensive penetration on the picture in the period during its widest release.

NEFC Slowed

(*Continued from page* 1)

States of California and Michigan. It has registered also in other States for purposes of doing business therein, including New York.

It is known that NEFC received substantial pledges of funds, but that the total fell considerably short of the $2,000,000 minimum with which the company intended to enter production financing.

The product shortage which existed at the time NEFC was formed has lessened meanwhile to the extent that there is no longer the urgency which nurtured the creation of NEFC. Moreover, banks are reported to have "loosened up" considerably in the meantime with respect to financing of established independent producers of the type NEFC would have backed.

Speculation has it that NEFC will be an organization which will hold itself in reserve for a time when product may drop off again and banks "tighten up." Said Fabian: "Some of us (members of the NEFC) are very much in favor of keeping the organization alive."

However, no meeting of the organization is scheduled for the immediate future, and no active drive to realize on old financial pledges or to bring in new ones is in progress.

Its original backers included some of the top names in national exhibition, among them Sam Pinanski, M. A. Lightman, Ted R. Gamble, Robert Wilby, Sherrill Corwin, R. J. O'Donnell, Arthur Lockwood, Harry C. Arthur, Edwin Silverman, J. Myer Schine, Harold Robb, John Rowley, Frank C. Walker, Fred Schwartz, Walter Reade, Jr., Kermit Stengel, George Skouras, Samuel Rinzler and others.

20th Premiere

First showing of an innovation in instructional films strips will be held Monday at 20th Century-Fox when Films, Inc., presented a special educational pilot strip based on the company's feature production, "Broken Arrow."

Day-and-Date Copy For "Flags" Debut

Back of the large-scale advertising campaign underway in the South for 20th Century-Fox's "Two Flags West," is the original test run of day-and-date copy plugging first used with "It Happens Every Spring."

The success of this campaign, which saw Atlanta newspapers carrying playdate copy on all theatres in the saturation run, has been expanded in the current drive to give "Two Flags West" what the company anticipates will be the greatest penetration in a single area of a motion picture.

Thirty-three top Southern Sunday papers will carry large display linage listing the more than 400 theatres tied in on the mass premiere. These papers, published in the principal cities of the South, will give blanket readership in their respective areas.

Key of the gala kick-off will be in Atlanta where the picture will have its world premiere at the Fox on the evening of Oct. 11. Southern luminaries and a star junket from Hollywood, will give the opening one of the greatest getaways in the history of Southern premieres.

U-I Confab

(*Continued from page* 1)

U-I national director of advertising and publicity.

The meetings are scheduled to get under way at the company's home office in New York on Oct. 5, and will be attended by at least a dozen key advertising and publicity personnel representing practically every area in which U-I films are exhibited.

Conferences with home office executives and the company's Eastern advertising, publicity and exploitation heads will continue through Oct. 10. At the conclusion of the Eastern sessions, the entire foreign contingent will fly to the West Coast, accompanied by Daff, Lipton and Fortunat Baronat, director of foreign advertising and publicity for further discussions on "Harvey" with studio executives and Hollywood advertising and publicity staffs.

Foreign Group

The foreign group will be the guests of the studio at the invitational "Harvey" premiere on Oct. 10 at the Carthay Circle Theatre. The group will return to New York and thence to their respective posts throughout the world on Oct. 15.

Among those who will participate in the meetings will be Jack Sullivan, representing the United Kingdom; Miss Loulou Lindberg, Sweden; Herbert Tonks, Far East; Louis Piret, Belgium; Raphael Bernard, France; Dr. Ermete Santucci, Italy; Lin Endean, Australia; Wanda Calvert, Brazil and Alf Perry, Canada.

Meanwhile, in Hollywood, through arrangements with Fox West Coast Theatres, U-I is taking over the Carthay Circle Theatre on the night of Oct. 10 for the premiere, the first to be held locally in nearly a year. The event will be marked with all the trimmings. Many of Hollywood's top stars and industry leaders will attend this first showing of "Harvey."

Monogram-Allied Meet

HOLLYWOOD, Sept. 19.—The annual meeting of Monogram-Allied Artists stockholders will be held here on Wednesday, Nov. 8, at the studio, Steve Broidy, president, announced.

Army-Navy

(Continued from page 1)

network under the sponsorship of the Gillette Safety Razor Co.

Arrangements for theatre television of the game were made by Capt. H. H. Caldwell, U. S. N., director of athletics of the Naval Academy, host for the 1950 game, and Nathan L. Halpern, television consultant to Fabian Theatres.

Meanwhile, in Albany installation of large-screen television in Fabian's Palace, a permit for which was issued yesterday by Albany Building Commissioner Phillip J. Gallagher, will reach the testing stage by Sept. 25. Rigid inspection is then scheduled to determine the efficiency of the operation and the safety of high tension lines. The latter check is to protect operating personnel.

Palace Is Fifth

The Palace, seating 3,700, is the fifth theatre in the country to be thus equipped. Televised images will be projected from the front of the balcony, but main electronic units will be in the regular projection booth at the rear. All are to be housed in metal enclosures. Engineers of Fabian's New York office are supervising.

With successful completion of tests, it would be possible to start regular operation by the deadline test date two days before the championship boxing bout between Joe Louis and Ezzard Charles.

UA Financing

(Continued from page 1)

sibilities in this connection have been uncertain for many months.

Charles Chaplin and Mary Pickford, who signed a trusteeship pact last July with a management group headed by McNutt, are scheduled to attend today's meeting. UA president Frank McNamee and secretary Max Kravetz also will be on hand. Chaplin was in New York yesterday from the Coast, and Miss Pickford was due to arrive last evening.

New Management

The new management has had two months to complete its financing program a task that has been carried principally by McNutt. But UA's problems do not end there. It is understood to have a supply of product at present to last only to the early part of next year. This means that new producers must be lined up at once, and any new producers that are obtained would have to start cameras rolling immediately to keep release schedule continuity after the start of the new year.

Skouras Resumes

(Continued from page 1)

tional Theatres, headed a five-man delegation that met with anti-trust chief Herbert Bergson and other Justice Department officials.

Accompanying Skouras were John Bertero, Bert Pirosh, Pete Lundgren and John Lavery. Talks will continue tomorrow.

Both sides declined to comment on the negotiations but it is believed that conclusion of an agreement by National Theatres on divestiture would clear the way to completion of a consent decree for the parent company, 20th Century-Fox.

20th-Fox Hits Half-Way

(Continued from page 1)

"Two Flags West," which stars Joseph Cotten, Linda Darnell, Jeff Chandler and Cornel Wilde and directed by Robert Wise for producer Casey Robinson: "All About Eve," a Darryl F. Zanuck production directed by Joseph L. Mankiewicz with Bette Davis, Anne Baxter, George Sanders and Celeste Holm in the leading roles; and "The Jackpot," a Jimmy Stewart starrer directed by Walter Lang and produced by Samuel J. Engel.

December releases include: "American Guerrilla in the Philippines," in Technicolor and starring Tyrone Power and Micheline Prelle, directed by Fritz Lang for producer Lamar Trotti; and "For Heaven's Sake," which stars Clifton Webb, Joan Bennett, Joan Blondell, Robert Cummings and Edmund Gwenn. George Seaton was director and Perlberg producer.

Completed and ready for release in 1951 are: "Half Angel," Technicolor comedy directed by Sale for producer Blaustein with Joseph Cotten and Loretta Young in the leading roles; "Fourteen Hours," starring Richard Basehart and Paul Douglas with Henry Hathaway directing and Sol Siegel as producer; "Call Me Mister," Technicolor musical starring Betty Grable and Dan Dailey, directed by Lloyd Bacon for producer Fred Kohlmar; "Halls of Montezuma," Technicolor war story with Richard Widmark as star, Lewis Milestone as director and Robert Bassler as producer; "I'd Climb the Highest Mountain," Technicolor film directed by Henry King for producer Lamar Trotti with Susan Hayward and William Lundigan in the leading roles; "The Mudlark," Irene Dunne starrer directed by Jean Negulesco and produced by Nunnally Johnson; and "Rawhide," starring Tyrone Power and Susan Hayward. Henry Hathaway directed and Engel produced.

Now in production are:

"The House on Telegraph Hill," starring Valetina Cortesa, Richard Basehart, and William Lundigan, with Robert Wise directing for producer Robert Bassler.

"Bird of Paradise," Technicolor film directed by Delmar Daves and produced by Julian Blaustein with Jeff Chandler and Louis Jourdan in the leading roles.

"Take Care of My Little Girl," Jeanne Crain starrer being produced by Julian Blaustein.

"The Scarlet Pen" starring Charles Boyer and Linda Darnell and produced and directed by Otto Preminger.

"No Highway," starring Jimmy Stewart and Marlene Dietrich and being directed by Henry Koster for producer Louis Lighton.

"Legion of the Damned," being produced and directed by Anatole Litvak with Gary Merrill and Richard Basehart in the leading roles.

"On The Riviera," Technicolor musical starring Danny Kaye and Micheline Prelle with Walter Lang directing for producer Sol Siegel.

"The Flying Teakettle," starring Gary Cooper, with Henry Hathaway as director and Fred Kohlmar as producer.

"I Can Get It For You Wholesale," which stars Susan Hayward and Dan Dailey. It will be directed by Michael Gordon. Siegel will produce.

Eye Your $1 Bills: 'Mr. 880' Is in Town

Look to your dollar bills. There's more than meets the eye! That's the current excitement in New York with Gothamites scanning serial numbers for the magic combination "880."

It all stems from a novel stunt cooked up by the 20th Century-Fox publicity staff who will supply passes to the Roxy to the first 100 persons bringing in a genuine buck with "880" some place in the serial number.

As practically everybody knows by now, "Mister 880", 20th Century-Fox's new comedy, is all about dollar bill counterfeiting. The boys are ready for anything, including anybody "shoving the queer."

That's jargon of the counterfeiting trade.

Autry Show Due Sept. 27

Gene Autry and his "World's Champion Rodeo" will open at New York's Madison Square Garden on Wednesday, Sept. 27, for a 30-day run. Autry's next film for Columbia Pictures, "Valley of Fire," is scheduled to go before the cameras in November at Tucson, Ariz.

McIntyre Replaces

(Continued from page 1)

1930's he made a survey of copyright and Berne Convention conditions in Europe for the industry and represented it at most international copyright conferences.

Mochrie Accepts Bid

Robert Mochrie, RKO general sales manager, has accepted the invitation of the Allied States Association of Motion Picture Exhibitors to attend its convention which will be held in Pittsburgh at the William Penn Hotel on Oct. 2-3-4.

Fred Fox in New Post

LONDON, Sept. 19.—Fred Fox, 20th Century-Fox production chief here since last December, has been named managing director of 20th Century-Fox Productions, Ltd., the post previously held by Lyman Munson.

Will Honor Smith

(Continued from page 1)

reactions over the country and unanimous vote by leaders in the "Testimonial," the film was selected as picture for the event.

Back of the campaign will be an all-out advertising and publicity effort. Already *Life* Magazine has devoted a feature layout to the film well in advance of opening. The distributor also devised a varied campaign to sell the many entertainment facets of the picture. This campaign will be seen in the top-circulated magazines of the country including the *Saturday Evening Post, Collier's, Life, Time,* and *Newsweek*. These magazines are expected to reach into every family and appeal to all ages and tastes reaching an all-embracing audience for the picture.

Additional backing is being given the film through various governmental agencies with special interest in the picture.

Guild Starts Charity Drive

HOLLYWOOD, Sept. 19.—First of the talent guilds to name "captains" at major studios to solicit members' subscriptions in the Permanent Charities Committee 1951 campaign is the recently-formed Screen Producers Guild, which reported its appointments to campaign chairman Dore Schary during the weekend.

With Robert F. Sisk serving as "colonel," the guild named the following volunteers: Carey Wilson, M-G-M; Sol C. Siegel, 20th Century-Fox; Joseph Sistrom, Paramount; Burt Kelly, Columbia; Michel Kraike, Universal-International; Stanley Rubin, RKO Radio; Melville Tucker, Republic; Lou Edelman, Warners; Walter Mirisch, Monogram, and Hal Chelster representing independent producers.

'Early Late-Show'

(Continued from page 1)

8:00 and 8:30 and end not later than 11:30 P.M.

At Loew's Valencia, Jamaica, and the RKO Alden, across the street, the vote tally is running neck-and-neck with the current late show policy. It is explained that the Metropolitan character of this immediate neighborhood is reflected in the vote, which is scheduled to end tomorrow. Some 150,000 ballots were issued.

Local owners of soda fountains, restaurants, drug stores, bars and other open-late spots have come out unanimously in favor of the "Early Last-Show." It is felt that the earlier closing will result in a pick-up in their late business.

Queens bus routes plan to step up the 11:00 P.M.-to-midnight service after Oct. 1 when, it is anticipated, the new film schedules will go into effect. Where, at present, each theatre is turning out only 150 to 200 people at midnight, it is expected that an average of 1,000 will hit the street between 11:15 and 11:30 P.M. in the future. This will make additional bus service imperative.

The plan will be extended to two Westchester communities—Mt. Vernon and Yonkers. Cooperating are Loew's and RKO-Proctor's in Mt. Vernon, and the Park Hill, Strand, Loew's and RKO theatres in Yonkers.

'Red Shoes' Gross

(Continued from page 1)

Maurer had made a flat deal of $100,000 rental with Eagle-Lion, distributor of the J. Arthur Rank picture, to retain all of the revenue from the picture at the Bijou after Jan. 1, 1950. The picture has already far exceeded that sum in grosses, Maurer said, but he declined to give the figures.

Throughout the country, "Red Shoes" has now grossed around $3,000,000 and has set long-run records in several large cities, according to William J. Heineman, ELC sales vice-president.

"Cyrano" will follow the same pattern as "Shoes" at the Bijou, for 17 performances a week on a reserved seat basis at a top $2.40 admission.

The product outlook for the Astor and Victoria also looks very good, Maurer said. Slated for the Astor Nov. 7 is 20th Century-Fox's "An American Guerilla in the Philippines."

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VOL. 68. NO. 57 NEW YORK, U.S.A., THURSDAY, SEPTEMBER 21, 1950 TEN CENTS

3 'Met' Units Appraised at $5,295,000

Establish Valuation for Split by RKO, Skouras

A further step toward discontinuance of the RKO-Metropolitan Playhouses-Skouras Theatres joint ownership of theatres was accomplished yesterday with the filing in New York Federal Court of a report by court-appointed appraiser Louis B. Altreuter putting a valuation of $5,295,000 on eight theatre properties and an operating agreement involved.

RKO has a 20 per cent interest in the ownership, and recently when a split-up was not consummated within the time specified by the court, George Alger and Albert Putnam were appointed trustees of RKO's interest. The court gave them until the fall of 1952 to accomplish dissolution.

Altreuter listed the valuations as follows: operating agreement made in

(*Continued on page 4*)

Industry Subjects Denied to UK Video

LONDON, Sept. 20.—The Motion Picture Association of America has refused permission for use of the 12 industry short subjects on British television as part of the showmanship campaign being undertaken by the British film and theatre industry.

It had been planned to use the shorts, or excerpts from them, on television to help in the industry's bigger business campaign here, along with other television promotion of new films.

Ralph Bromhead, former director

(*Continued on page 4*)

Reject Ticket Cuts For Servicemen

WASHINGTON, Sept. 20.—The Motion Picture Theatre Owners of Metropolitan Washington has turned down a request for reduced prices and passes for servicemen on the ground that there is not yet a "sufficient emergency."

Col. Waldron E. Leonard, Co-ordinator of Veteran Affairs for the District of Columbia, had asked the exhibitors for price concessions to members of the Armed Services, similar to those in World War II.

Arthur Sees Understanding Coming Through COMPO

Hughes, Dembow In Brandt Deal Confab

Hollywood, Sept. 20.—Negotiations on the Harry Brandt-Trans Lux deal to purchase Howard Hughes' stock holdings in RKO Theatres continued at a late hour tonight as Sam Dembow, representing Brandt, and Hughes conferred on remaining details.

Dembow said today that the deal will be either consummated or called off before he returns to New York.

Support of the Council of Motion Picture Organizations was expressed yesterday by Harry Arthur, Jr., head of Fanchon and Marco, St. Louis, in a communication received here by Arthur L. Mayer, executive vice-president of the all-industry organization.

"For the first time in its history," Arthur declared, "our industry has, in COMPO, the actual organization which can gather together the many hanging threads, to knead them into a package representing unity of purpose and intra-industry understanding of common objectives and common problems.

"At no time in the industry's hectic history have we been so in need of a program of understanding and friendship—within and without—nor have we been in such an ideal position—

(*Continued on page 4*)

'U' Plans Roadshow Policy for 'Harvey'

A roadshow policy for "Harvey" is being considered by Universal, William A. Scully, vice-president and distribution chief, said yesterday.

Scully reported that key theatres around the country are being sounded out on their attitude toward playing the James Stewart starring version of the long-run stage play at $2 top, on a two-a-day, reserved seat basis. If a sufficient number of circuit houses are willing to play the picture on that basis, that will be the policy, Scully said. If not, Universal may rent theatres and employ the policy itself.

"The 'Harvey' road companies played everywhere throughout the country to top business at $2 and

(*Continued on page 4*)

See 75-Cent Hourly Minimum Certain

ALBANY, N. Y., Sept. 20.—Union leaders of the local industry here express confidence that New York State Industrial Commissioner Edward Corsi will approve virtually intact the 75-cent hourly recommendation of the Minimum Wage Board for the Amusement and Recreation industry. They believe the pattern of approval has been set in other industries for which boards were appointed. Also, that Corsi's social and political philosophy, supplemented by his candidacy for New York Mayor on the Republican ticket, make it very likely he will "go along with labor." Corsi is considered the most friendly to labor of any top New York State Republican.

One union spokesman believes

(*Continued on page 4*)

Can't Answer FCC On Color: RTMA

The Radio-Television Manufacturers Association, whose board of directors is meeting at the Roosevelt Hotel here, yesterday informed the Federal Communications Commission that it should not look to the Association for an answer as to whether R-TMA members will build television sets after Nov. 10 incorporating CBS color standards.

The FCC had asked for replies on the subject by Sept. 29. Robert Sprague, R-TMA president, in his letter to T. J. Slowie, FCC secretary, said the Association has no authority in the matter of what its members manufacture and the decision is entirely in the hands of the individuals

(*Continued on page 4*)

3 Defendants Ask Lea Suit Dismissal

WASHINGTON, Sept. 20.—Three of the defendants in the $1,050,000 damage and injunction suit filed here recently by Leonard Lea, Danville, Va., exhibitor, have asked the court to dismiss the charges against them on the ground they do not do business in the District of Columbia.

The three are United Paramount Theatres, Wilby-Kincey Service Corp. and Danville Enterprises. The suit, charging a conspiracy to deprive Lea's theatres of first and second run product, also names as defendants all eight distributors.

TV 'Defamers' Of Films Get Myers Blast

Last Sunday's Telecast Brings Boycott Threat

WASHINGTON, Sept. 20.—Allied States Association general counsel Abram F. Myers today raised the threat of an exhibitor boycott of films featuring actors who use television and other competing media to ridicule and deride motion pictures or the film industry.

"If the producers ignore the situation or take a weak-kneed stand, then the exhibitors must serve notice they will be slow to play pictures featuring these traducers of the motion picture business," Myers declared.

He indicated that the matter would be taken up at Allied's forthcoming board meeting and convention in Pittsburgh, to be held on Sept. 30-Oct. 1 and Oct. 2-4, respectively.

In a bulletin to Allied members,

(*Continued on page 4*)

UA Planning Meet Resumes Tomorrow

The United Artists management confabs which got under way here yesterday were scheduled to resume tomorrow. The possibility of a board meeting also has been indicated for tomorrow.

Yesterday's conference was described as informal and brief. Tomorrow's meeting with board chairman Paul V. McNutt, president Frank McNamee, secretary Max Kravetz, and Charles Chaplin and Mary Pickford, and perhaps others attending, is expected to be a prolonged discussion

(*Continued on page 4*)

Balaban to Coast for Product Conferences

Barney Balaban, president of Paramount Pictures, will leave here tonight for Hollywood, to look at new product and to discuss promotion and sales campaigns.

Balaban will meet with Y. Frank Freeman, vice-president in charge of studio operations, and Sam Briskin, studio executive. Max E. Youngstein, Paramount's vice-president in charge of advertising-publicity, who left here for the Coast last Monday, will also participate in the conferences.

Show 'Breaks' Aid Concession Stands

Albany, N. Y., Sept. 20.—Nine Fabian theatres in the Albany area now are having two "breaks" in performances daily, to stimulate their concession business. Only the Palace, Albany, and Proctor's Schenectady are not included in the test program. It is similar to the plan followed at drive-ins, although the break is shorter.

A special trailer precedes the intermission which lasts four minutes. The screening of a short follows. Business at stands and at drink machines is reported to have increased sharply.

Special 'About Eve' Service Unit at Roxy

Twentieth Century-Fox reported here yesterday that a mounting demand for advance sale of loge seats at New York's Roxy Theatre for Darryl F. Zanuck's "All About Eve" has led the house to form a special "All About Eve" service unit to take care of requests.

The unit, which involved a temporary reshuffling of Roxy personnel, will handle mail order requests for tickets as well as those bought at the special box-office in the outer lobby. Another one of its duties will be to see that all questions about the new "scheduled performance" plan are properly answered. The theatre believes that the special service unit will not only accelerate ticket sales but will insure operation of the "scheduled performance" plan with maximum efficiency.

Jerry Fairbanks to Produce in Color

HOLLYWOOD, Sept. 20.—Jerry Fairbanks Studios has scheduled the production of color television films following the Federal Communications Commission's announcement tentatively approving the CBS field sequential color system.

The producer, who has made more than 50 commercial pictures and over 150 "Unusual Occupations" and "Popular Science" theatrical shorts in color, has been preparing his studio for tinted television films for six months. He will use 16mm. Kodachrome and 35mm. Eastman and Ansco.

Tries 'Fast' Color

HOLLYWOOD, Sept. 20.—George Sidney, M-G-M director, has concluded a test of a color system which uses "fast" Technicolor stock under a new incandescent lighting set-up. Subject of the test was Teresa Celli, with Charles Rosher at the camera.

Sunday Films Win

CLEVELAND, Tenn.—A long fight here against Sunday films has ended with showings to be permitted.

Personal Mention

JAMES R. GRAINGER, Republic sales vice-president, will leave here today for Boston.

•

ISA MIRANDA, Italian film star, was presented to motion picture editors, at a luncheon held in Boston's Hotel Copley Plaza this week. She was accompanied by her husband, ALFRED GUARINI, producer. Both have left for Hollywood.

•

PATRICIA NEAL and FRANK LOVEJOY have received an award from the Southern California chapter of Theta Sigma Phi, national women's journalism fraternity, for their "honest and convincing" portrayals of newspaper people in the film, "Three Secrets."

•

FLOYD RICE, manager of Crescent's Knickerbocker, Nashville, Tenn., is on a two-week trip to California with his family.

•

J. TED ROUTSON, publicity director for the Hippodrome, Town and Little Theatres in Baltimore, is a patient at Sinai Hospital there.

•

RICHARD F. WALSH, IATSE president, has been elected a vice-president of the AFL's Union Label Trades Department.

•

MICKEY ROONEY has been decorated by the Mexican government in Mexico City in honor of the completion of his 25th anniversary in show business.

OSCAR MORGAN, Paramount short subject and newsreel sales manager, accompanied by A. J. RICHARD and TED GENOCK, both of Paramount News, have left here for Canada.

•

FARLEY GRANGER has flown in from Paris to New York to start a showmanship tour of Samuel Goldwyn Productions' "Edge of Doom." He will be accompanied by JOAN EVANS, coming in from Hollywood.

•

IRVING LESSER and SEYMOUR POE will leave here tomorrow for the Coast for conferences with SOL LESSER.

•

DARRYL F. ZANUCK's return from Europe, scheduled for tomorrow, has been delayed again until sometime over the weekend.

•

S. L. SEIDELMAN, Eagle Lion Classics foreign manager, will leave here for Mexico by plane on Saturday.

•

GLORIA SWANSON will be on this Sunday's program of ED SULLIVAN's TV show, "Toast of the Town."

•

GEORGE HALLIDAY, veteran Loew's Ohio projectionist, was married to HELEN ROCHESTER.

•

NATE J. BLUMBERG, Universal president, is due to return here from the Coast over the weekend.

400 More Dates for 'Sunset': Schwalberg

More than 400 additional key city bookings have been set for "Sunset Boulevard," according to A. W. Schwalberg, president of Paramount Film Distributing Corp.

The additional playdates will still have the advantage of the advertising-publicity campaigns conducted nationally and locally by members of Max E. Youngstein's staff, which will continue until the film is played out, Schwalberg said.

New Ad Campaign For 'Hamlet' Release

Universal-International has sent into the field a special promotional force to help launch the general release of J. Arthur Rank's "Hamlet," which has until now played only at advanced admissions on a reserved-seat basis. A new advertising and promotional campaign starting in key city first-runs will be used.

Theatre License Boost

PANAMA CITY, Fla., Sept. 20.—City commissioners here have boosted theatre occupational license fees in order to replace the revenue lost when the city tax on theatres was declared invalid by the Circuit Court in a suit filed by Martin and Davis Theatres. Effective Oct. 1, drive-in theatres must pay annually $14.25 for each auto-listening post, and regular theatres must pay $6.50 for each seat.

Ten Extra Openings For 20th's 'Mr. 880'

With more than 350 dates set for 20th Century-Fox's "Mr. 880" during "Andy Smith Week," Oct. 15-21, the company has announced 10 special openings in advance of the week.

The picture will open in advance of the Oct. 15 date at the Roxy, New York where it will have its world premiere on Sept. 29; also, at the Oriental, Chicago; Wisconsin, Milwaukee; Allen, Cleveland; Fox, San Francisco; Paramount, Rochester; Fifth Avenue, Seattle; Paramount, Buffalo; Orpheum and Oriental, Portland, Ore.; and the Odeon, Toronto.

Legion Reviews Six, Rates Three as 'B'

Six additional films have been reviewed by the National Legion of Decency, with three receiving a "B" rating. In that category are Warner Brothers' "The Breaking Point," Monogram's "Mystery at the Burlesque," and Lux Film's "Prelude to Madness."

In Class A-1 are Republic's "Frisco Tornado," Lippert's "Return of Jesse James," and Columbia's "State Secret." The classification of Azteca Films' "Don Quixote de la Manche" has been changed from "B" to A-1.

Redbook *Picks 'No Way'*

Darryl F. Zanuck's "No Way Out" has been chosen by *Redbook* magazine as its "Picture-of-the Month" for October.

NEWS in Brief . . .

THE initial hearing of this year's arbitration case involving exhibitors and distributors and the American Arbitration Association has been postponed from Oct. 2 to Oct. 4, Jay Emanuel will act as arbitrator.

The case evolved from litigation brought over a year ago by the Elmwood Theatre Corp. against the five majors, and is intended to resolve the pattern of future clearances and availabilities in the Bridgeport-Stratford, Conn., area.

•

Hollywood, Sept 20.—Robert L. Lippert has acquired the Lippert Pictures' Los Angeles branch from franchise holder Sam L. Decker and will take over its operation on Oct. 1.

•

PHILADELPHIA, Sept. 20.—Harold Greenberg, a 25-year veteran of the film industry, has been added to the staff of the Allied Motion Picture Theatre Service, Inc., in the capacity of assistant to Roy Sullender, head buyer and booker.

•

Los Angeles, Sept. 20.—More than 30 stars will be furnished by the Hollywood Co-ordinating Committee for participation in the entertainment industry's welcome to the American Legion's annual convention beginning here on Oct. 8.

•

DES MOINES, Sept. 20.—W. A. Johnson, who has been acting branch manager for Monogram here, has been promoted to branch manager succeeding George Taif, who resigned because of illness.

MPA Urges Theatres To Show Safety Film

The Motion Picture Association of America is urging exhibitors throughout the country to book "Wrong Way Butch," the Pete Smith short on industrial safety, as a community service.

"Wrong Way Butch," which recently won a special award from the U. S. Department of Labor, was selected by Eric Johnston as the seventh in the public affairs series which the MPAA is sponsoring.

'Red Shoes' at the Bijou

A headline in these columns yesterday erroneously stated that J. Arthur Rank's "Red Shoes," distributed by Eagle Lion in the U. S., is playing at New York's Globe Theatre, whereas the production is currently marking its record-setting 100th week at the Bijou Theatre, as correctly reported in the story itself.

Rachmil Starts Another

HOLLYWOOD, Sept. 20.—Lewis Rachmil has started filming of "Roadblock," his next production for RKO release. Three other Rachmil pictures are being readied for RKO release, "Bunco Squad," "Seven Witnesses" and "Crackdown."

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.Schlesinger, South African Financier, a Guest of Universal

John Schlesinger, head of the chlesinger interests in South Africa, ne of whose companies—International ariety and Theatrical Agency, a circuit controlling 471 theatres—has been oing business with U-I for over 20 ears, 68, s honor guest yesterday at lu—n given here by Al Daff, ead of foreign operations for Univer-al-International.

Schlesinger, who is visiting New ork, declared in an address that the emand in South Africa is ever on he increase and future prospects are nlimited.

Also attending the luncheon were I. A. Schlesinger and U-I executives . H. Seidelman, John J. O'Connor, eo Goldberg, A. Schimel, Maurice ergman, Eugene Walsh, A. J. O'Keefe, Americo Aboaf, Ben Cohn, elix Sommer, Robert Seidelman, eorge Douglas, Morris Alin, Irving eiss and Fortunat Baronat.

Ernest J. Moule Dies

TORONTO, Sept. 20.—Ernest J. Moule, proprietor of the Capitol Theatre in Brentford, Ont., died of a heart condition. He was a member of the Canadian Picture Pioneers.

Edward G. Gannon

SCHUYLER, Neb., Sept. 20.—Funeral services were held here yesterday for Edward G. Gannon, owner of the Sky Theatre. The widow survives.

Gell Gets 23 U. S. Films For English Distribution

William J. Gell, managing director of Monarch Films, London, producers and distributors, and producer of "Lilli Marlene," disclosed here yesterday that he had contracted for the distribution in England of Edward Golden's "Guilty of Treason" and 22 of Jack Schwartz's features.

Of "Lilli Marlene," he said he had received "overtures" here for the film, but that dubbing and music are being added now in England and later his representative would come here with a print to negotiate for American distribution.

He disclosed that many European pictures are now playing American circuits besides "art" houses, not through star appeal, but through the appeal of story and dialogue.

"Lilli Marlene" will not be distributed here through a minor company, Gell declared. It will be trade shown in London in October and generally released in England in January. The picture cost about $400,000, Gell said. The producer feels many British pictures have been produced at too high a cost. Cost doesn't mean a thing to the customer, the exhibitor.

His next will be "Hindle Waked" and "D-Day." These will be made with the American market in mind—in plot, action and dialogue. His company even has the services of an American adviser.

Keys Stolen, Cops Watch for Trouble

Boston, Sept. 20. — Police here have placed a close watch on a group of Boston theatres and other places after a thief broke into an automobile on Stuart Street last night and stole master keys to the theatres.

Three sets of keys were taken from a car owned by the Film Transfer Service Co. of Boston.

M-G-M Target of New Volk Trust Suit

MINNEAPOLIS, Sept. 20.—M-G-M, the only major distributor to deny William and Sydney Volk's neighborhood Nile Theatre a 35-day run, is the target of a suit filed by the exhibitors in Federal Court here.

Also named defendants are Friedman Brothers, operator of the Edina, and Harold Field and Harold Kaplan, operators of the St. Louis Park. Both theatres were recently granted a 35-day run by M-G-M and all other distributors. If the court grants the mandatory temporary injunction asked by the Volks, the Nile would receive a 35-day run from M-G-M at once.

As M-G-M is the only distributor withholding the run requested by the Volks, no charge of collusion with other majors is made in this suit. Two years ago the Volks filed a suit charging all the majors with conspiracy.

Newhook and Wilson Of Loew's Promoted

BOSTON, Sept. 20.—Robert Newhook, assistant publicity-exploitation-advertising director of Loew's Theatres here, has been promoted to the post of director for Loew's Boston Theatre, succeeding James M. Sullivan, who resigned. Charles Wilson, assistant manager of Loew's Strand of Syracuse, N. Y., will be his assistant.

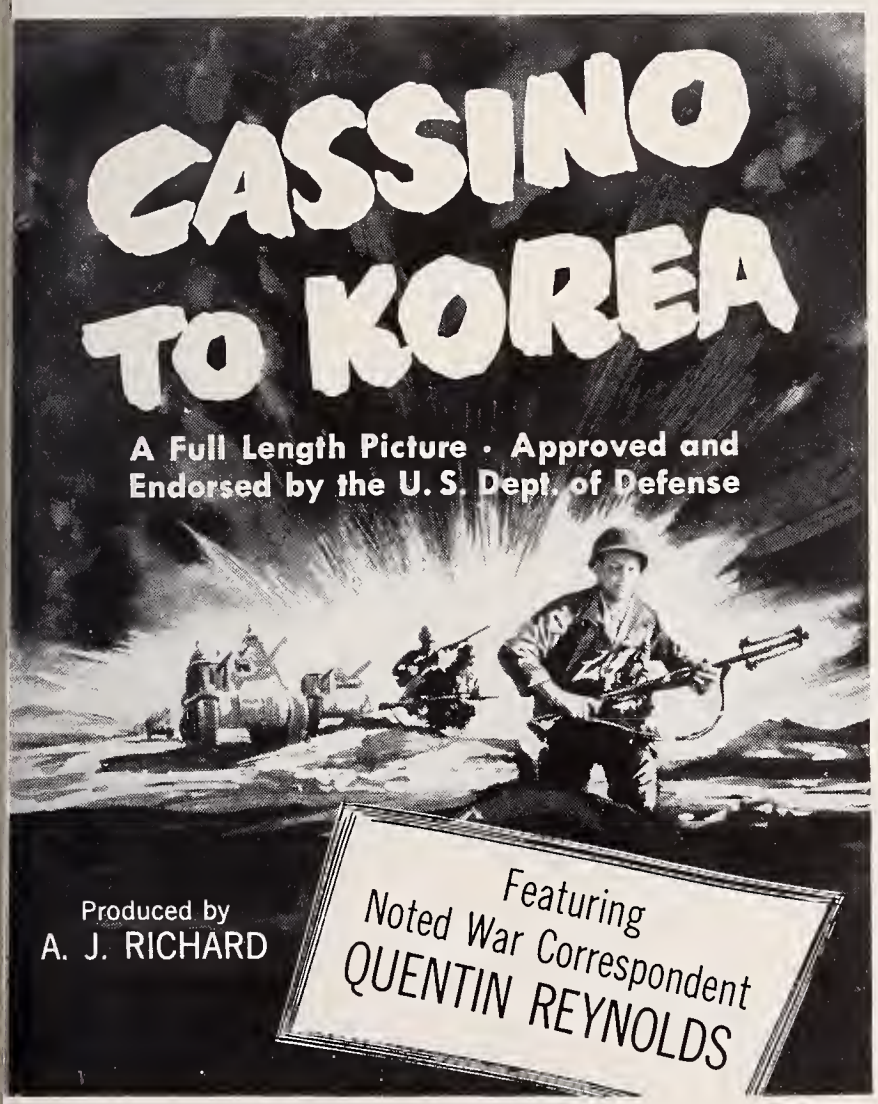
Gulf Allied Sets Meet

NEW ORLEANS, Sept. 20.—Allied Theatre Owners of the Gulf States will hold its annual convention on Dec. 5-6 at the Roosevelt Hotel here.

Compo Theatre Quiz Discussion Tomorrow

Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, and Gael Sulivan, executive director of Theatre Owners of America, will confer here tomorrow on the kind of inquiries that should be made of exhibitors in connection with a questionnaire that COMPO plans to send to the nation's showmen in line with the all-industry organization's research activities. Sullivan has indicated to Mayer that TOA members would object strenuously to answering questions that would encroach on "privacy." The COMPO board has voted $3,500 for "research."

PARAMOUNT TRADE SHOWS · SEPTEMBER 25th, 1950



CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	7:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Waltan St., N. W	10:30 A.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58 Berkeley Street	2 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305 S. Church Street	9:30 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 S. Michigan Ave.	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 E. 23rd Street	11:30 A.M.
DALLAS	PARAMOUNT PROJ. ROOM, 412 S. Harwood St.	2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Staut St.	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Ave.	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 W. Michigan St.	1:30 P.M.
JACKSONVILLE	FLORIDA THEATRE SCREENING ROOM, Florida Thea. Bldg.	7:30 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 Sauth Secand Street	2:30 P.M.
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North 8th St.	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Ave.	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	8:15 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	11 A.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 W. Grand Avenue	10:30 A.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenpart St.	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 Narth 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Baulevard af Allies	2 P.M.
PORTLAND, ORE.	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 E. 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Galden Gate Ave.	2 P.M.
SEATTLE	PARAMOUNT PROJ. ROOM, 2330 First Avenue	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N. W.	2:30 P.M.

Nine New Theatres For F.P. in Canada

Ottawa, Sept. 20.—Famous Players Canadian Corp. will open a new theatre in Kenora, Ont., on Oct. 3 and another in Lethbridge, Alta., on Oct. 9, with new theatres currently under construction in New Waterford, N. S.; Moncton, N. B.; St. John's, Newfoundland; Prince Rupert, B. C., and Kamloops, B. C.

In addition to the new big drive-in theatre opened the other day in Regina, Sask., another new one is being finished at Prince Albert, Sask. The company already operates 18 drive-ins across Canada.

Myers Blasts TV 'Defamers'

(*Continued from page* 1)

entitled "Biting the Hand That Feeds Them," Myers followed up the protest recently made by Council of Motion Picture Organizations' executive vice-president Arthur L. Mayer over last Sunday's television show featuring Jerry Lewis and Dean Martin. He mentioned not only the Lewis-Martin show but also Bob Hope's Easter television show and a July Ford Motor telecast featuring "one Johnny Johnston."

"It is bad enough when any performer, regardless of whether he has ever appeared in pictures, uses the medium of television to ridicule and deride the movies," Myers declared. "It is most reprehensible for players who have been elevated to stardom and enriched by the movies to do so. And when players who are appearing in films currently in theatres go out of their way to slander the movies, it is time for the motion picture industry to do something about it."

Myers pointed out that even while Colgate's Martin-Lewis show was being telecast, exhibitors were playing Paramount's "My Friend Irma Goes West," with the two comedians. He said if the Sunday incident were merely an isolated case, "it would still be in bad taste, but we might shrug it off. But panning the movies is becoming a habit of television comedians and unless a halt is called they will succeed in convincing some of their audience that the movies are indeed a thing of the past and that it is a waste of time and money to patronize theatres."

Persons like Martin and Lewis may be good comedians, Myers declared, "but certainly they are not indispensable to the motion picture business and they and their kind should be told in no uncertain way that if they use a rival medium of entertainment to injure the business, they cannot expect hereafter to appear in films. Motion picture producers should take a firm stand on this right now, before serious damage is done."

If producers don't act, then exhibitors must, the Allied official said.

The bulletin also urged that the sponsors of these programs be informed of the industry's resentment. Myers said Colgate "would scream bloody murder if a movie made slighting reference to its products, and we have a right to expect the same consideration from Colgate."

Myers Wants Clarification In Competitive Bidding

WASHINGTON, Sept. 20.—Abram F. Myers, Allied States chairman and general counsel, will suggest to Allied's national convention in Pittsburgh, Oct. 2-4, a procedure for applying to the Federal statutory court for clarification of its competitive bidding anti-discrimination clause for distributors who might be interested.

The clause says pictures must be offered theatre-by-theatre without discrimination in favor of affiliated theatres, circuit theatres, "or others." Myers believes the "or others" does not apply to competing independent exhibitors. Distributors believe it does. Hence his interest in having a company with legal standing in the case apply to the court for clarification. He thinks one or more distribution companies would like to have the answer in order to know whether bidding is necessary if only competing independents want a film.

Television Faces An Economic Muddle

Washington, Sept. 20.—Sales of television sets will be subject to two opposing forces in the weeks ahead.

There will be some push to increase sales as a result of a decision by House-Senate tax conferees to include in the pending stop-gap tax bill a new 10 per cent manufacturers excise on TV sets. Manufacturers expect this to bring heavy buying by people trying to beat the tax.

On the other hand, new consumer credit curbs, which went into effect today, will probably limit the sale of TV sets and other appliances.

Murphy on 25-City Tour for Industry

HOLLYWOOD, Sept. 20.—George Murphy, Screen Actors Guild executive vice-president and a star on the M-G-M roster, will leave here tomorrow for Detroit, the first stop on a 25-city tour on behalf of industry public relations. The actor has traveled more than 100,000 miles in the past three years speaking before women's, business, civic and educational groups.

From Detroit, Murphy will go to Toledo. Returning to Detroit on Sept. 26, he will be toastmaster at an Allied luncheon there, followed by attendance the next day at a TOA luncheon at Kansas City. Other cities on his itinerary are Springfield, Ill., Indianapolis, Cincinnati, Dayton, Columbus, Cleveland, New York, Richmond, Louisville, Frankfort, Nashville, Pittsburgh, Atlanta, Montgomery, Memphis, Little Rock, New Orleans, Dallas, Houston, Omaha, Des Moines and Salt Lake City.

Beverly Tyler on Tour for 'Fireball'

DETROIT, Sept. 20.—Beverly Tyler, who plays opposite Mickey Rooney in "The Fireball," arrived here today on the first leg of a personal appearance tour covering the Midwest and East for the picture, a 20th-Fox release.

Following interviews with the press, radio and television, Miss Tyler will make a personal appearance at the Fox Theatre here, where "The Fireball" is opening. She will next appear in Philadelphia, Shamokin, Mount Carmel, Ashland, Mahoney City, Tamaqua, Pittsburgh and Scranton, all in Pennsylvania, and will then visit Cincinnati.

'Harvey' Plans

(*Continued from page* 1)

$2.40," Scully pointed out. "Showmen who have seen our picture agree that it is as good as or better than the stage production. Why shouldn't we get a comparable price for it?"

Universal paid approximately $750,000 for the screen rights to the play. It is estimated that the picture will have to gross between $3,000,000 and $4,000,000 in the U. S. for the company to break even. It has been "sneak" previewed on the Coast and here to enthusiastic reaction. A trade press screening is being scheduled for the evening of Oct. 10 here.

Arthur on COMPO

(*Continued from page* 1)

through COMPO—to plan, prepare and carry on such a program. For the first time we have herded together the widely-diversified and oftimes-at-extreme-odds fields of our business, into one 'squared circle,' not to fight, as has been our practice, but to unite into a solid front, for the betterment of all.

"Please count upon our complete cooperation with you in any way we can be of help, either personally or organizationally. We sincerely hope others in the industry will cooperate with you in your endeavors," Arthur told Mayer.

8 'Met' Units

(*Continued from page* 1)

1939 between RKO and Skouras, $900,000; leasehold of the Ward Theatre, Bronx, $40,000; Bronx Interboro, $225,000; Marblehill, $475,000; Pelham, $625,000; Pilgrim, $180,000; Castlehill, $750,000; Forest Hills Midway, $1,250,000; Proctors', in Newark, $850,000.

'Way Out' Grosses $5,000

CHICAGO, Sept. 20.—Twentieth Century-Fox's "No Way Out," which opened here today at the RKO Grand, was heading for a $5,000 figure for the day. It was said that this is an opening day's record for the house. The picture was first banned by the police censor and then approved by a special Mayor's committee.

UA Meet Continues

(*Continued from page* 1)

of financing problems and prospects for the company.

Although board appointments have not been announced for the company under its new management, thus to all appearances leaving UA without a board at this time, appointments may be forthcoming during the present conference period with the result that a directors meeting could be held tomorrow—if a quorum is available. Currently, those meeting constitute an executive committee.

A number of UA producers, or their representatives, have arrived here from the Coast during the past week. Some of these may be invited to tomorrow's UA management meeting. Among them may be Edward Sherman and Max Fink who have a plan to produce and finance pictures for which they seek board approval.

Industry Subjects

(*Continued from page* 1)

and general manager of Eagle Lion Films here and former theatre executive, has been appointed administrator of the industry's bigger business campaign, which had its inception in the showmanship meeting conducted here last spring by Charles Einfeld, vice-president of 20th Century-Fox.

Columbia-Haas Sign

Columbia Pictures has acquired all rights to the Hugo Haas production, "Pick Up."

ABPC Shuts Welwyn Studio Permanently

LONDON, Sept. 20.—Associated British Pictures Corp. today announced the permanent closing of its Welwyn studios and will concentrate its future production activities at Elstree studios, which were recently modernized and re-equipped.

Robert Clark, producer, said Welwyn had become "uneconomic in operation." Affected by the shutdown were 192 employes, of whom 46 were transferred to Elstree. The remainder were given severance pay in excess of legal requirements.

Sibert and King in New 20th-Fox Posts

Tom Sibert and Henry King have been appointed to new posts in Latin-America by Murray Silverstone, 20th Century-Fox International Corp. president.

Sibert, former manager in Puerto Rico, has been made manager of Cuba, replacing Edward Ugast, the company's new Far Eastern supervisor. King, assistant manager in Panama, will be manager in Puerto Rico.

RTMA on Color

(*Continued from page* 1)

concerned. "Response to the FCC is left to the members individually," Sprague wrote. It added that R-TMA is cooperating with the Commission to the extent of asking members to submit comments, as requested, on the bracket transmission standards for color television proposed by the FCC.

The R-TMA board also authorized a special committee to study the feasibility of having a survey prepared on the technical contributions of the industry in the development of television and frequency allocation plans.

75-Cent Minimum

(*Continued from page* 1)

Corsi "will raise the 75-cent minimum." There are variations in this for classification and population.

Union officials here say "the increases are justified because the motion picture industry has lagged behind others. Michael Mungovan of Rochester, a labor representative on the Minimum Wage Board, indicated a similar opinion at the recent public hearing Corsi held here.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 59 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 22, 1950 TEN CENTS

No Series TV For Theatres, Frick Affirms

Back Baseball's Ban at Meeting with Sullivan

Efforts to obtain theatre telecasts of this year's baseball World Series appeared to have met a final rebuff yesterday as Ford Frick, president of the National League, reaffirmed organized baseball's ban on the project at a meeting here with Gael Sullivan, Theatre Owners of America executive director.

In a letter sent last week to Frick, A. B. Chandler, baseball's high commissioner, and William Harridge, American League president, Sullivan called the ruling against theatre television "discriminatory" against motion picture theatre operators and audiences and asked for a reversal of the decision.

Chandler, in his reply, implied that

(*Continued on page 4*)

Receipts Are Good In Rural Canada; Slump In Cities

OTTAWA, Sept. 21.—Attendance in motion picture theatres has declined even further in the past several weeks, particularly in urban centres, but attendances are holding up well in rural and less-populated centres. In the latter, some attendances are reportedly even higher than a year ago in the same period.

Inquiries indicate that the rising cost-of-living is not the cause of decreases in urban centre theatres, but rather the unusually fine weather and

(*Continued on page 4*)

See France-US Film Talks in November

By HENRY KAHN

PARIS, Sept. 19 (By Airmail).—Though no official date for the coming Franco-American film imports talk has yet been set, reports here indicate they will take place early in November.

Preliminary talks preceding the conference are now going on at the ground level. They are friendly attempts to find common ground and define the areas of negotiation. It is

(*Continued on page 4*)

Wallis Expected to Produce Cinerama's Initial Picture

Clayton Bond Joins Skouras Theatres

Clayton Bond, who resigned recently after 20 years as film buyer for Warner Brothers Theatres at the home office, has joined Skouras Theatres here in a similar capacity.

Bond started in his new post this week. Prior to his appointment, the Skouras post had been filled on a temporary basis by Paul Burke. It has been reported that Bond's resignation from Warners followed decentralization of the circuit's buying operations in consequence of theatre

(*Continued on page 2*)

RKO Ready to Go To 'Boost Business'

Following a series of meetings of RKO Theatres' executives with division managers, theatre managers and assistants from all over the U. S., Sol A. Schwartz, executive vice-president and general manager, has arranged for the booking of particularly attractive shows in every situation for the circuit's "Boost Your Business" drive which RKO has scheduled for October, November and December.

(*Continued on page 4*)

Expectation loomed yesterday that Hal B. Wallis will produce the picture which will serve to launch publicly the Cinerama production-projection process, control of which was taken over last month by Hazard E. Reeves and associate from Laurance S. Rockefeller and Time, Inc. Reeves is head of Reeves Sound Studios here.

The Cinerama organization, whose chief executive officers include W. French Githens and inventor Fred Waller, in addition to Reeves, plans a public debut for the process in a Broadway theatre next December or January. Requiring three simultaneously operating projectors, each of which casts upon a third of a huge curved screen a like portion of the whole pic-

(*Continued on page 4*)

'IA' Wins Pay Hike At Republic Here

A general pay increase of $3 per week for Republic home office employes has been agreed to by the company following a meeting here of IATSE and Republic officials before Commissioner Mandelbaum of the U. S. Mediation and Conciliation Service. Ninety employes are involved.

The raise will be retroactive to last July 1, under a contract which will run to Aug. 30, 1951. The previous

(*Continued on page 4*)

TV Unable to Compete with Theatres in U.K.: Williams

A distinctly optimistic note regarding theatre business in Britain was struck by Arnold Williams, managing director of National Screen Service operations there as he prepared to depart yesterday for England aboard the *S.S. Queen Elizabeth* after eight days of conferences here with NSS president Herman Robbins, sales vice-president George Dembow and other company executives.

Unlike the situation in the U. S., Williams said, television is no threat in Britain, nor does he expect it will be in the foreseeable future. "Man," observed Williams, "is a gregarious animal." And because of this, British housewives will continue to demand that their husbands take them to public "cinemas" at least once a week, television

(*Continued on page 2*)

Century Installing Television in Two

RCA instantaneous direct-projection theatre television systems are being installed at Century's Marine Theatre, Brooklyn, and Century's Queens Theatre, Queens Village, Long Island, it was announced here yesterday by Leslie R. Schwartz, general manager of Century Theatres. The installations will be completed by the end of September.

Schwartz revealed that the Queens will be the first theatre on Long Island to offer patrons "giant screen" television.

Urge Supreme Court to Save Censorship

Atlanta Files Plea in 'Lost Boundaries' Case

WASHINGTON, Sept. 21. — The Atlanta censors told the U. S. Supreme Court today that "motion picture companies are primarily and fundamentally engaged in the business of entertainment for profit," and cannot claim they are part of the press and entitled to protection under the First Amendment against state and local censorship laws.

The censors filed a statement asking the Court not to grant the request of the RD-DR Corp. (Readers Digest - De Rochemont), producers of "Lost Boundaries", to review a Fifth Circuit Court of Appeals decision that the Atlanta censors had not acted unconstitutionally

(*Continued on page 4*)

US Treasury Lists $1,926,367,000 Film Firms' Income

WASHINGTON, Sept. 21. — The Treasury Department today made public some belated figures on motion picture industry finances in 1947.

Of 4,892 corporate income tax returns from the motion picture industry, 3,419 returns showed a profit and 1,190 a loss —the rest were returns from inactive corporations.

The firms showing a profit had total receipts—from all sources, includ-

(*Continued on page 4*)

Cut in Overseas Film Funds Is Sustained

WASHINGTON, Sept. 21.—A cut of $1,000,000 in funds to expand the motion picture activities of the State Department's overseas information program has been approved by the House following a House-Senate conference and thus is certain of becoming law.

The Administration asked for $82,000,000 to expand the "Voice" program during the fiscal year ending next June 30. The House cut this to

(*Continued on page 2*)

Personal Mention

ELLIS ARNALL, Society of Independent Motion Picture Producers president, is scheduled to arrive here Monday from Atlanta.

•

IRWIN ULLMAN, son of SAUL J. ULLMAN, Upstate New York general manager for Fabian, has resigned as manager of the Mohawk Drive-In to enter Albany Law School. JOHN DWYER was promoted to succeed him.

•

RT. HON. VINCENT MASSEY, chairman of the Royal Commission examining Canadian motion picture and television industries, has been elected president of the Association of Canadian Clubs.

•

E. S. GREGG, vice-president, and R. O. STROCK, recording manager of Westrex Corp., have returned to their New York offices from Hollywood.

•

HOWARD ROSS, of Monogram, has been promoted from apprentice booker to a booker at the Omaha branch.

•

CHRIS POPE, Schine Circuit booker, is in Albany from Gloversville, N. Y.

Glass, Schaefer Open 'Cyrano' Talks Here

George Glass, vice-president of Stanley Kramer Productions, has arrived here from Hollywood for conferences with George Schaefer, sales head of the company, and Myer Beck, who is handling promotion preparations for the New York opening in November of Kramer's "Cyrano de Bergerac." Conferences are revolving around the opening of the picture, which will have its initial run at the Bijou on a "roadshow" basis.

Glass said that United Artists, which will distribute "Cyrano," will receive 10 per cent of the profits from the national "roadshowing" of the film, instead of the usual 27½ per cent that goes with regular showings of pictures. "Cyrano," Glass said, will open in November also at the Fine Arts Theatre in Los Angeles.

Baker Will Go to Rochester for RKO

Jerome Baker has been appointed RKO Theatres' city manager in Rochester, N. Y., by William W. Howard, assistant general manager. He succeeds Francis S. Anderson, who has resigned to go into another business.

Baker has been with RKO for more than 20 years. He began at the RKO Orpheum in St. Paul, and has been with theatres for RKO in Minneapolis, Cincinnati and Union City.

Name Levy for NY Court

Matthew M. Levy, IATSE general counsel, has been nominated by the Democratic and Liberal parties as their candidate for New York Supreme Court Justice in the November elections. If elected, Levy would be required to relinquish his "IA" post.

RCA-'IA' Finish 1st Theatre TV Course

Camden, N. J., Sept. 21.—Closing exercises of a special theatre television training program, sponsored jointly by the IATSE and RCA Service Co., were held here for 30 motion picture projectionists from all over the U. S.

The course, first of its kind ever offered in this field, was conducted by the RCA engineers who developed the theatre television equipment now being installed by RCA in a number of cities.

Hughes-Brandt Deal Seen Developing

HOLLYWOOD, Sept. 21.—Negotiations for the acquisition of Howard Hughes' stock in RKO Theatres by Harry Brandt Translux interests continued today following a personal meeting Wednesday night between Hughes and Sam Dembow, representing the Brandt group.

Although minor points in the deal remain to be reconciled, informed sources disclose no substantial barrier to final agreement has developed. Indications are that negotiations will be continued over the weekend.

Exhibitors Buy Hotel

Alfred G. Burger and Herbert Scheftel, executives of Telenews Theatres, have purchased the Hendrick Hudson Hotel at Troy, N. Y., through Monroe Fass, president of the New York theatre brokerage firm of Fass and Wolper.

Rogers to Meet the Press

Western screen stars Roy Rogers and Dale (Mrs. Rogers) Evans will be hosts to the trade press at a reception to be held in New York's Warwick Hotel on Friday, Sept. 29. They are coming to town to make their television bow.

Foreign Film Cut

(*Continued from page* 1)

$62,655,850, and specified that the film branch should get only $10,000,000 of the total instead of the $11,017,833 requested. The Senate voted the full request, and the difference had to be ironed out in conference. The conferees agreed on $63,855,850, but specified that the increase over the House figure should be applied exclusively to student exchange and library activities.

The new appropriation is over and above the $32,700,000 voted earlier this year for the overseas information program. Close to $2,500,000 of that $32,700,000 total was for the motion picture branch.

Bond to Skouras

(*Continued from page* 1)

divestiture and divorcement preparations under Federal court decrees in the government anti-trust suit against the industry.

Final Action Due Shortly on 4½ Billion Tax Bill

WASHINGTON, Sept. 21.—The House-Senate tax conferees have reached final agreement on a $4,500,000,000 tax increase bill, and the measure is tagged for speedy ratification in the House and Senate and equally quick approval by the President.

The bill will probably come up in the House and Senate tomorrow and be at the White House by the weekend. This clears the way for higher withholding taxes on individual incomes to take effect Oct. 1.

The measure boost individual and corporate income taxes, requires corporations to speed up the schedule on which they pay taxes to the Treasury, levies a new 10 per cent manufacturers excise on television sets, and closes various "tax loopholes," including a ban on the use of collapsible corporations.

No excess profits tax is in the bill, but there is a promise that Congress later this year or early next year will pass an excess profits levy retroactive to July 1 or Oct. 1, 1950.

FCC Postpones Its Television Hearing

WASHINGTON, Sept. 21.—The Federal Communications Commission has postponed from Oct. 2 to Oct. 16 the start of the second phase of its comprehensive television hearings. The second phase is supposed to start with testimony on the Commission's plan for opening ultra-high frequencies.

Theatres in UK

(*Continued from page* 1)

gains notwithstanding, he said.

Williams reminded that television as a mass communications medium has made far less progress in England than it has in America. There are, he said, only 400,000 video sets in British homes as against 12,000,000 radios. The television sets are confined to the London and Birmingham areas, since telecasting apparatus has not been extended to supply programs beyond those points.

A recognized British film industry statistician, Williams was credited in the latest report of the Committee of Enquiry appointed by the president of the British Board of Trade with having furnished "useful comprehensive figures." He has been assisting the committee currently in consultations with the British Broadcasting Corp. aimed at the supplying of entertainment films to video.

British film entertainment tax revenue is continuing at a high level, a factor which reflects continuing good theatre business, Williams disclosed. He said British theatres have 28,000,000 regularly weekly patrons, and he foresaw the continuance of that figure at least. Theatre business is maintaining its strong pace despite the competition from all other forms of entertainment that have re-emerged since the end of World War II, Williams reported.

F. and M. Joins the Showmanship Drive

ST. LOUIS, Sept. 21.—A 13-week "Emphasis - on - Showmanship" campaign was announced here today by Edward B. Arthur, general manager for Fanchon and Marco-St. Louis Amusement Co. The campaign will be conducted from Sept. 27 through Dec. 26, with $2,150 in cash prizes to be awarded managers.

For the best percentage gain in business over the same period in 1949, $1,250 will be divided as follows: $500, first prize; $300, second prize; $200, third; $100, fourth; $75, fifth; $50, sixth, and $25, seventh. For the best showmanship campaigns submitted, two on specific programs, and one of the manager's choice, a total of $650 will be divided: $250, first prize; $150, second; $100, third; $75, fourth; $50, fifth, and $25, sixth.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
'SUNSET BOULEVARD'
William Holden • Gloria Swanson
Erich Von Stroheim
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

THE SLEEPING CITY
Starring
RICHARD CONTE
COLEEN GRAY
in Person
TONY PASTOR
AND HIS ORCHESTRA
The Five
DEMARCO SISTERS
SON & SONNY
Extra
MYRON COHEN
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

no way out
RIVOLI
20th CENTURY-FOX

Walt Disney's
PRESENTATION OF
Robert Louis Stevenson's
Treasure Island
Distributed by RKO RADIO PICTURES INC.
Color by TECHNICOLOR
EXTRA! Walt Disney's BEAVER VALLEY Print by TECHNICOLOR
NOW BRANDT'S Cool MAYFAIR
7th AVE. & 47th ST.

ROXY
7th Ave. & 50th St.
DOORS OPEN 10:15 A.M.
20th CENTURY-FOX
BETTY GRABLE
DAN DAILEY
My Blue Heaven
TECHNICOLOR
ON STAGE
MINDY CARSON
ON ICE STAGE
"MLLE. MODISTE"

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They're going to keep Warners'

for a long time!

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ELEANOR PARKER • PATRICIA NEAL • RUTH ROMAN
with FRANK LOVEJOY • LEIF ERICKSON and GINA KAUS
written by MARTIN RACKIN
directed by ROBERT WISE
produced by MILTON SPERLING
distributed by UNITED STATES PICTURES PROD. WARNER BROS.

SMASH! EVERYWHERE!!

Atlanta Censorship

(*Continued from page 1*)

in banning "Lost Boundaries." The producers and the film industry generally have been hopeful that this might be the case where the High Court would extend the First Amendment to films.

In their statement today, the Atlanta censors said that the question of whether films came under the First Amendment had "already been unequivocally decided in the negative by this court in the case of Mutual Film Corp. v. Industrial Commission of Ohio, and the decision of the Circuit Court which it is now sought to review decides the question exactly in accordance with the decision of this court in the Mutual Film case."

The Circuit Court's holding is also in keeping with every other decision rendered on the subject by all state and Federal courts in the U. S., the censors declared. They pointed out that Justice Frankfurter as recently as 1949 had cited the 1915 Mutual Film case.

One final point made by the censors' petition might slightly becloud whatever ruling the high court makes on the case. It pointed out that Film Classics, Inc., the distributor of the film, had not joined in the appeal. The petition said Film Classics was the only one whose rights to show the picture had been denied, and the only one entitled to make the appeal. "RD-DR Corp., never having applied for nor been denied the right to show the picture involved, has no right to maintain alone a petition for *certiorari* in the case," the censors told the court.

Receipts Are Good

(*Continued from page 1*)

roads this year. With more money scheduled to be spent in coming months on defense projects and stepped-up industrial activities arising from the defense program of the Canadian government, attendance in both rural and urban theatres is expected to rise considerably.

Another bright note is that no immediate tax boost is expected.

MacARTHUR GROUP AIDS MPEA TO PROMOTE US FILMS IN JAPAN

"In recognition of the powerful influence many American motion pictures have had in fostering democratic attitudes throughout Japan, General MacArthur's SCAP headquarters has instructed heads of its information centres in that country to participate actively in stimulating attendance for such films," the Motion Picture Export Association reported here yesterday.

According to an air mail dispatch received here from the MPEA in Tokyo, instructions to assist in the promotion of commercial films designated as having orientation value went out from SCAP's Civil, Information and Education Division.

In carrying out its new film-promotion activities, the Information Centres will be supplementing an educational program that has been conducted on an intensive scale for the last four years under the supervision of Charles Mayer, MPEA's managing director in Japan.

Information chiefs were requested to extend full cooperation to MPEA branch managers to create maximum public response for those films singled out by SCAP that possess high orientation potential.

Forthcoming releases in Japan that have been placed in this category include: "Alexander Graham Bell," "My Friend Flicka," "Young Mr. Lincoln," "Meet Me in St. Louis," "Home in Indiana," and "Tennessee Johnson."

Hollywood Starts Shows for Vets

HOLLYWOOD, Sept. 21.—The first contingent of Hollywood entertainers to visit wounded veterans back from Korea will be flown tomorrow to Fairfield-Suisun Air Base, near San Francisco, where they will stage a show Saturday afternoon. The group will remain over Sunday to visit veterans unable to attend the performance.

Keenan Wynn, Donald O'Connor, Janet Leigh, and Shelly Winters are among the ten players assigned by the Hollywood Co-ordinating Committee for the journey. Other performances are in the offing.

RKO Ready to Go

(*Continued from page 1*)

In the New York Metropolitan area, RKO theatres on Wednesday will launch the drive locally with James Stewart in "The Broken Arrow" and "Bunco Squad" in Manhattan, Bronx and Westchester, and James Cagney in "Kiss Tomorrow Goodbye" and "The Return of the Frontiersman," with Gordon MacRae, in Brooklyn and Queens.

Republic Pay Hike

(*Continued from page 1*)

contract between the company and "IA" Motion Picture Home Office Employes Local No. H-63 expired last June 30.

Sitting in on the talks with Mandelbaum were Republic secretary Joseph E. McMahon, "IA" international executive Joseph Basson, and H-63 executive vice-president Russell Moss.

Higher minimums will be embodied in the new pact, and a number of the increases are expected to come to more than $3 to conform thereto. The new minimums are said to match those prevailing at the Warner and Universal-International home offices. A meeting of the local's membership already has approved the increase.

Meanwhile, McMahon has agreed to meet soon again with the union officials to endeavor to work out a new wage settlement for the office workers at Republic's Fort Lee Consolidated Laboratories.

Wallis and Cinerama

(*Continued from page 1*)

ture, the process calls for the use of a a much larger number of cars on the special, triple-lensed camera in making a picture. The effect on the screen has been described as "third-dimensional" and "peripheral perception." The screen which would be used for public showings would be perhaps three times as wide as the average screen used in theatres at present.

Cinerama officials and Wallis are understood to have conferred at length on the possible production of a picture by the latter, and it was indicated yesterday that an announcement relative to this may be forthcoming from Cinerama in the near future.

No 'Series' TV

(*Continued from page 1*)

the action would not be changed but Frick offered to meet with Sullivan yesterday to discuss the subject. However, instead of offering any hope of reconsideration by baseball's ruling committee, Frick said that he merely "explained" the decision to Sullivan —and the answer was "NO!!"

The TOA director said in his original letter that the ban will work a hardship on theatre owners who have, or plan to install, theatre TV and on that audience which, not owning television receivers, will not be able to view the sponsored telecast already approved.

Film Firms' Income

(*Continued from page 1*)

ing sales, rents, dividends, capital gains and other activities—of $1,926,367,000, net income of $289,715,000, and paid Federal income taxes of $94,919,000 and dividends of $97,633,000. The firms with no net income had receipts of $146,832,000, losses of $14,636,000 and dividends of $419,000. These figures cover all branches of the industry.

Production Returns

For production separately, there were 1,003 returns, of which 371 showed a net income and 473 no net income. The 371 firms reported receipts of $1,100,444,000, net income of $138,581,000, Federal income taxes of $44,897,000, and dividends paid out of $53,549,000. The 473 production firms with no net income showed receipts of $88,726,000, deficits of $12,036,000 and dividends of $289,000.

Exhibition filed 3,889 returns in all, of which 3,044 showed net income, with receipts of $825,923,000, net income of $151,134,000, Federal income taxes of $50,022,000 and dividends paid of $44,084,000. Another 717 returns were from exhibition firms with no net income. They reported receipts of $58,106,000, deficits of $2,600,000, and dividends of $130,000.

Interesting Sidelights

From the 4,605 returns from active corporations in all branches of the industry, the U. S. Treasury report extracted some interesting sidelights: They received $32,809,000 in dividends from domestic corporations and another $6,177,000 in dividends from foreign corporations; officers were paid $37,401,000; rents paid totaled $101,962,000; a whopping $58,569,000 was spent on advertising, and in addition to the $98,052,000 of dividends paid in cash and assets other than their own stock, they paid dividends in their own stock amounting to $1,105,000.

France-US Talks

(*Continued from page 1*)

realized here that the U. S. wants to be constructive.

Discussions in November are likely to cover three main points: the Jouve Tax, the screen quota (five weeks out of 13 must be devoted to French films), and the licensing system. The feeling here is that France, while she has a right to protect her film industry in view of prevailing unemployment, is overdoing it with her three lines of defense.

Reciprocity Rules

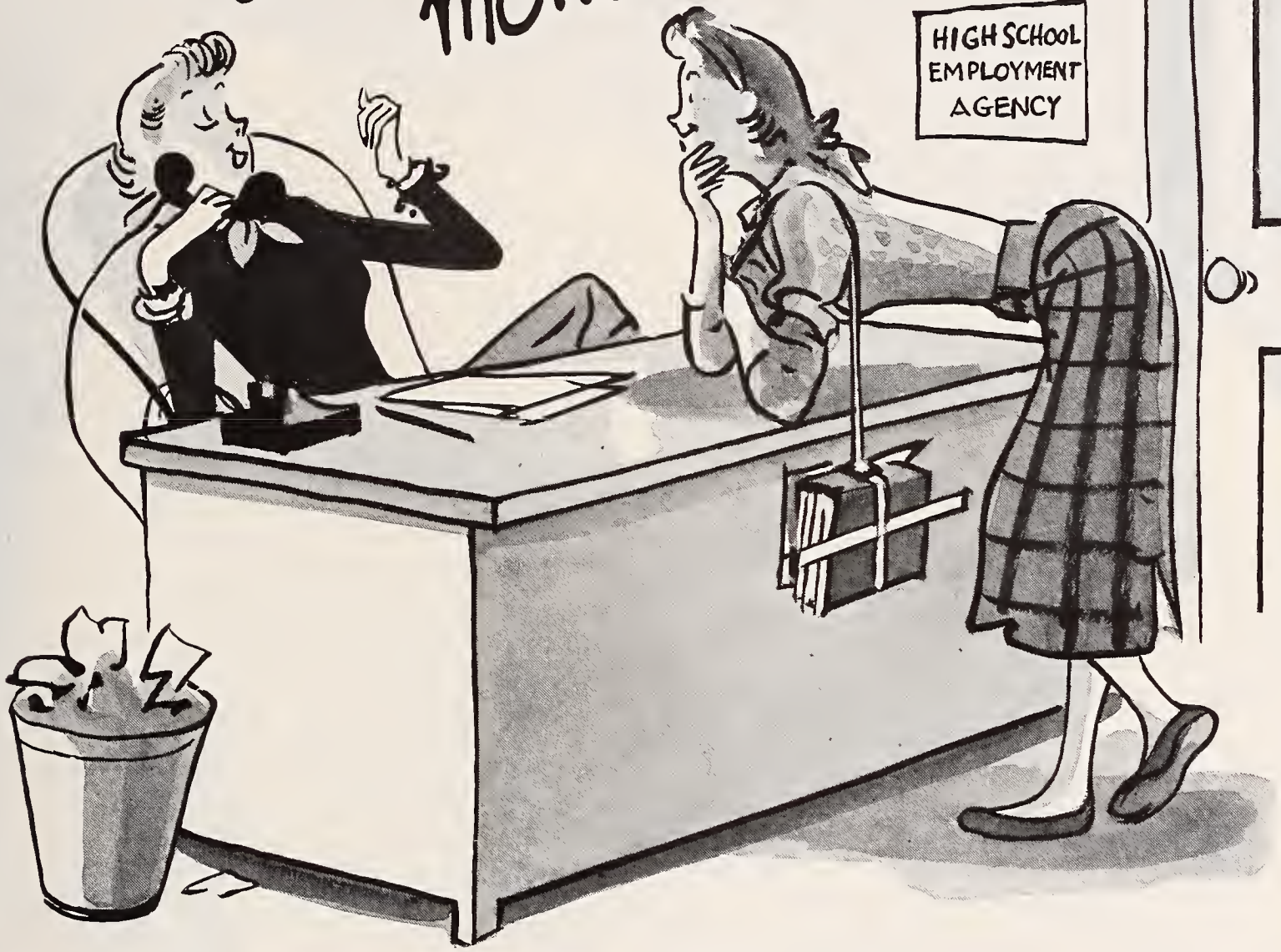
U. S. film industry interests here agree that, in return for concessions, America will have to make a gesture which will give the French a helping hand. Indeed, the preliminary talks are being held for the very purpose of examining this ground.

It is not yet certain whether Eric Johnston, Motion Picture Association of America president, will come to France for the negotiations. When he was here some time ago he just missed Foreign Minister Robert Schuman but did see the governor of the Banque de France.

WANTED

16mm or 35mm Film Inspector. Attractive offer. Write Box 444, M. P. Daily, 1270 Sixth Ave., N. Y. 20, giving experience and telephone number.

"Sorry, all our baby sitters are tied up—there's a Companion-approved movie in town!"



When a COMPANION-approved movie comes to town, there's always a rush for baby sitters because mother is sitting pretty—at her neighborhood theatre. It happens time and again—and that's one reason why the movie-makers invest more money in the COMPANION than in any other monthly magazine*!

*Except of course the fan magazines!

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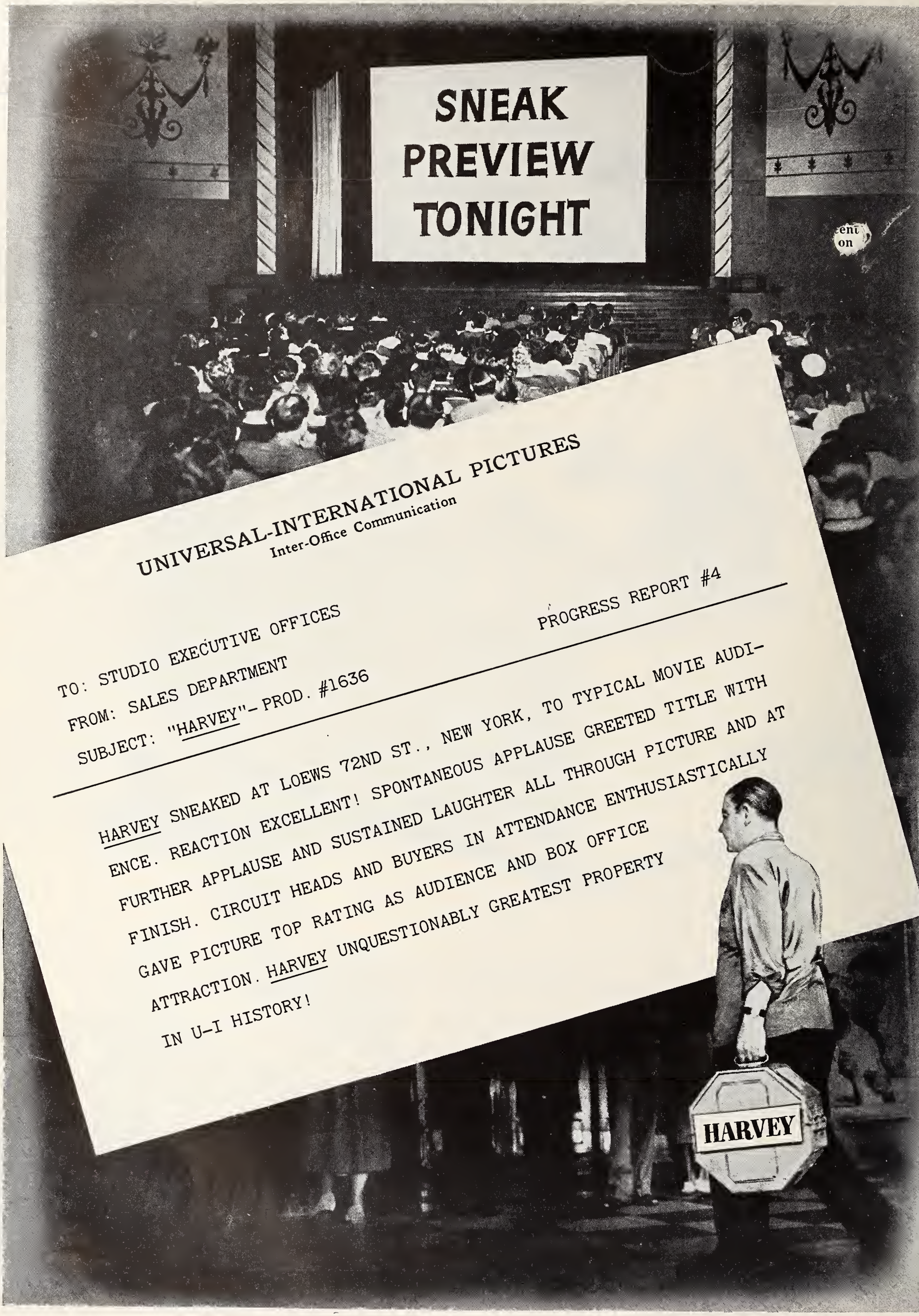

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 59 NEW YORK, U.S.A., MONDAY, SEPTEMBER 25, 1950 TEN CENTS

'Early Late Show' Leads Ballot by 81%

New Queens Plan Goes Into Effect Oct. 1

The moviegoers of Queens have spoken; their ballots are in! The special "election" which has been conducted in the theatres of Queens during the past two weeks has resulted in a landslide majority for the proposed new "Early Last-Show Plan" on weekday nights. The committee representing 91 theatres announced that of 143,000 votes cast, some 115,830, or 81 per cent, were in favor of the plan, which means that, beginning Sunday, Oct. 1, the last complete two-feature showings every night, except Friday and Saturday, will begin in all Queens theatres between 8:00 and 8:30 P.M. and end not later than 11:30.

According to many theatre managers, the plan has many beneficial aspects which will increase the pleasure

(Continued on page 3)

Center Becomes TV Theatre Tonight

The 3,400-seat Center Theatre in Rockefeller Center, "little sister" to Radio City Music Hall, will be opened tonight by National Broadcasting Co. as the world's largest television theatre.

Remodelling of the theatre interior, now nearing completion, will eliminate several hundred auditorium seats to accommodate stage changes and the contemplated closing of the third balcony would eliminate another 500 seats, leaving a total available for audiences of about 2,700.

(Continued on page 3)

Lewis, Martin Will 'Never Do It Again'

BUFFALO, Sept. 24. — Comedians Jerry Lewis and Dean Martin, appearing here in a stage show at the Paramount Theatre, on Friday, issued the following statement to the press:

"We have read in the trade press and have received copies of exhibitors' telegrams complaining about our appearance Sunday evening, Oct. 17, in the TV sketch of attendance at a movie theatre.

(Continued on page 2)

'Irish' Games On Screen TV

All home football contests of Notre Dame will be shown on theatre television by three theatre circuits in arrangements completed by Notre Dame University, represented by Leslie G. Arries, director of sports for DuMont Television, and the circuits, represented by Nathan L. Halpern, it was announced at the weekend by S. H. Fabian, president of Fabian Theatres.

The circuits involved are Fabian, Century and American Theatres; theatres which will carry the games on television are Fabian's Fox, Brooklyn; Fabian's Palace, Albany; Century's Marine, Brooklyn; Century's Queens, Queens Village, L. I.; and American's Pilgrim, Boston.

The games will be originated from South Bend by DuMont and will be sponsored by the Chevrolet and Chevrolet dealers. The five contests include Notre Dame against North

(Continued on page 2)

FCC Okays Relay For Theatre Show

WASHINGTON, Sept. 24—The Federal Communications Commission has advised Michigan Bell Telephone Co. it has no objections to the phone company using its common-carrier facilities to relay telecasts of Big 10 football games into Detroit theatres.

The Commission made its decision Friday, after Michigan Bell had asked for an advisory opinion as to whether last year's FCC decision against granting special radio frequencies for relaying theatre television programs also extended to the use of common carrier facilities.

As far as could be determined, Il-

(Continued on page 2)

Sept. 28 Climax in Mono. Union Tilt

A showdown in the struggle for union jurisdiction over the Monogram home office "white collar" workers has been set for Thursday by the National Labor Relations Board. The employes will cast ballots on that date in an NLRB election to determine whether the shop shall remain in control of Screen Employes Guild or swing over to the IATSE Motion Picture Home Office Employes Local No. H-63, or whether there shall be "no union."

The "IA" local claims it has won-over a substantial number of former SEG members at Monogram.

Columbia To Hold Parley

Columbia will hold a three-day division manager's meeting here at the Hotel Warwick, Wednesday through Friday, it was announced at the weekend by A. Montague, general sales manager, who will conduct the meetings. Attending the sessions will be division managers, managers of unsupervised branches and a representative of Columbia's Canadian affiliate, as well as home office executives and sales personnel.

High on the agenda of the meetings will be a discussion of sales and liquidation plans for forthcoming Columbia product, as well as detailed examination of sales conditions in the various territories as reported by the division managers.

(Continued on page 3)

JOHNSTON AIDS 'BROTHERHOOD'; DEPINET TO SERVE 'CRUSADE'

Eric Johnston, president of the Motion Picture Association of America, has been named general chairman of "Brotherhood Week," to be nationally observed next Feb. 18-25 under the sponsorship of the National Conference of Christians and Jews, it was announced by Dr. Everett R. Clinchy, NCCJ president.

Johnston said he accepted the post "as a chance for solid spadework where it counts the most," adding:

"We talk about building bridges of brotherhood around the world in answer to the Communist pretensions,

(Continued on page 3)

At the request of Lucius D. Clay, national chairman of the "Crusade for Freedom," Ned E. Depinet, RKO president, has joined the national committee and is also acting as general chairman for the participation in the campaign of all RKO units.

Leon J. Bamberger is acting as coordinator with Depinet. Others who will be active in the Crusade include Garret Van Wagner, in charge of RKO's home office drive, assisted by Robert Goldfarb and Harold Newcomb; A. A. Schubart, handling exchanges; Hary Mandel in charge of

(Continued on page 3)

New Monetary Pact Terms Set in London

May Be Signed Here by Wilson or Somervell

By PETER BURNUP

LONDON, Sept. 24. — All provisions of the new sterling conversion agreement between the British government and the American film industry have been agreed upon, *with* only the phraseology of an explanatory preamble remaining to be approved, trade and government officials state.

The agreement will be made effective Oct. 1, as scheduled, even in the event that the terminological differences are still unsettled as of that date, Board of Trade officials state.

The document comprises the agreement for the basic $17,000,000 remittance for the next year, plus the bonus provisions for production and dis-

(Continued on page 3)

Auten and Hoffman Form Ballantine

Ballantine Pictures Corp. has been formed by Capt. Harold Auten to import foreign films for exhibition here. George Hoffman, exhibition and distribution executive, is associated with Auten in the new venture.

The new company will specialize in handling pictures of unusual theme and roadshow-type attractions. Auten until recently headed the roadshow department of United Artists. In association with Paul Lazarus, Jr., former chief sales executive of UA, Auten handled the special engagements of J.

(Continued on page 2)

Aboaf Named A. VP And an Aide to Daff

Appointment of Americo Aboaf as vice-president of Universal International Films, foreign distributor of U-I pictures and J. Arthur Rank productions, was announced at the weekend by Alfred E. Daff, head of foreign operations. At the same time Daff disclosed that Aboaf will function as his principal aide.

Widely traveled and speaking many languages, Aboaf started his film ca-

(Continued on page 3)

Personal Mention

CHARLES SKOURAS, National Theatres president, arrived in New York from Washington on Friday and after a weekend of golf at Westchester Country Club, will leave for the Coast in a day or two.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, is enroute to Kansas City to speak at the convention of the Kansas-Missouri Theatres Association, tomorrow and Wednesday.

•

TED HECHT, Hollywood feature player, is back in New York sounding out numerous Broadway offers. He paid a visit to Quigley Publications' offices at the weekend.

•

GAEL SULLIVAN, Theatre Owners of America executive director, is due back here today from Washington.

•

LEON D. NETTER, JR., national sales representative of the Altec Co., has returned to New York from Chicago.

•

JACK RIEGER of Trinity Productions, left here yesterday for Hollywood.

Shutt to Telenews Washington Bureau

SAN FRANCISCO, Sept. 24.—Charles E. Shutt, manager of the Telenews Theatre here, has been appointed bureau manager of Telenews Productions, Washington, D. C., Alfred G. Burger, president, announced.

Shutt will arrive at the New York home office Oct. 1 and take over the Washington bureau in November. He will be replaced in San Francisco by John Parsons, Telenews manager in Oakland, Calif.

Cunningham Joins F-C-and-B Agency

Richard J. Cunningham, motion picture production executive with RKO Pathe for several years, resigned on Friday to join Foote, Cone and Belding in Chicago.

Cunningham will work with the advertising agency on production of TV shows on film and on film commercials. Making his headquarters in Chicago, he will travel also to Hollywood and New York.

Krumgold Wins Award

Joseph Krumgold, Israeli-American producer, has been awarded first prize in the Biennale Film Festival in Venice for his American entry, "Shipbuilders of Essex," in the documentary category. The picture was produced for the U. S. State Department.

$7,000 for 'Sunset' Opener

BOSTON, Sept. 24.—Paramount's "Sunset Boulevard," starring Gloria Swanson, grossed a big $7,000 on its opening day at the Metropolitan Theatre, at the weekend, according to the theatre.

Tradewise . . .

By SHERWIN KANE

NOW that the motion picture industry has "told off" television for the Jerry Lewis-Dean Martin program, television producers will have a beter understanding of how a Hollywood film producer often feels.

One of the oldest and most frequently repeated complaints heard from Hollywood has been the one about the difficulty of trying to entertain everyone while not offending anyone. No identifiable group wants to be the butt of a joke on celluloid or the "heavy" in a screen drama. Hollywood producers, besieged with complaints over the years, have said that in order to put a story on the screen which would offend no one, they would have to use a Neanderthal woman and a man from Mars, without a supporting cast.

Since those are Hollywood's troubles, then surely television must share them, too. The industry is in the process of proving that to television.

Significantly, many who saw the television program in question, and most New York newspaper critics, received it as genuinely humorous. Many industry members who saw it, found the program as amusing, or ridiculous, as any of the Lewis-Martin team's characteristic nonsense—and about as injurious.

The motion picture industry, by being over-senstive, and by taking itself so seriously that its collective sense of humor is forgotten, can do itself more harm publicly than a team of zaney comics can do to it in a lifetime.

This industry, too, is in the business of making people laugh—for a price. There are pictures already in release which evoke chuckles at the expense of television. There will be, it is to be hoped, many on the way which will provoke guffaws—also at television's expense.

But there should not be such pictures if this industry is to take the position that television has no right to make fun of us. That's arguing that motion pictures have no right to make fun of television—or of almost anything else you could name.

Manny Reiner Joins Cowan Radio-TV

Manny Reiner, who recently resigned an executive post with David O. Selznick Enterprises, has joined the Louis G. Cowan radio and television organization. He will be in charge of a new program development department and also will supervise network relations.

Congress Okays Tax Measure

WASHINGTON, Sept. 24.—The new multi-billion dollar tax bill is now in President Truman's hands, following Congressional action Friday.

The measure was sent to the White House by top heavy votes in the Senate and House. Truman is expected to sign it promptly so that employers can start withholding taxes from wages and salaries at higher rates.

Set Stromberg Film Here

Hunt Stromberg's "Between Midnight and Dawn," his first production for Columbia, will open here at the Criterion on Saturday.

Approves Relays

(Continued from page 1)

linois Bell has not made a similar request in connection with plans for its cables to carry the games to Chicago theatre television screens. Illinois Bell might make such a request later, or might merely go ahead now on the basis of the FCC opinion.

Lewis and Martin

(Continued from page 1)

"Odd as it may seem, it never occurred to us that this material would be construed as injurious to the industry. Had we thought so, we never would have performed it.

"As you know, we are relatively new to motion pictures and are equally new to television and radio. Our principal experience has been in the intimate atmosphere of night clubs and personal appearances where satire is always accepted in good fun and without complaint. We now realize, however, that such is not always the case with respect to radio, television or movies which reach vast audiences.

"We regret, exceedingly, this incident and wish to assure the exhibitors that it will not happen again."

Auten, Hoffman

(Continued from page 1)

Arthur Rank's "Henry V" and the European-made "The Titan," among others. He formerly headed the Rank Organization here. He will continue in his capacity as American representative for the Norman B. Rydge theatrical interest of Australia.

Hoffman was associated with Arthur Mayer in the operation of the Rialto Theatre here for 12 years and was also associated with the Mayer-Burstyn film importing company.

Ballantine Pictures has acquired rights to three British and one Italian production and negotiations for additional acquistions are in progress.

Newsreel Parade

THE drive in Korea and the opening of the UN assembly are highlights in current newsreels. Other items include foshions and sports. Complete contents follow:

MOVIETONE NEWS, No. 77 — First films of Korean invasion. War and peace placed before UN meetings. Fashion review of 1960 swimming suits. Juggling magic. Women's rodeo.

NEWS OF THE DAY, No. — Films of "D-Day" in Korea. UN sees proof Soviet arms Red aggressors. People in the news: Princess Elizabeth, Andrei Vishinsky. New York-New Jersey defense pact. "Crusade for Freedom."

PARAMOUNT NEWS, No. 10 — Philadelphia "Phillies" pennant fever. Fashion forecast: bathing suits for '51. U.N. Assembly opens. Royal family portrait. Landings at Inchon.

TELENEWS DIGEST, No. 28-B — New York: Vishinsky denounced. UN Assembly opens. Action in Korea. Washington: Gen. Marshall confirmed. First films of Princess Anne.

UNIVERSAL NEWS, No. 289—Opening of the UN General Assembly. Dean Acheson speaks. Talk by Gen. Romolo. First films of the invasion of Korea.

WARNER PATHE NEWS, No. 116—Inchon invasion. Second front in Korea. New York: small-fry slugfest. Swim fashions of 1951. UN Assembly opens crucial session.

Lipton Due Today on 'Harvey' Ad Confabs

David A. Lipton, national advertising publicity director for Universal-International, will arrive in New York from California this morning for an extended stay to confer with home office executives and to map the promotion campaign on U-I's "Harvey" and "The Milkman".

While in New York, Lipton, with Alfred E. Daff, foreign operations head, will conduct a "worldwide" advertising - publicity conference, starting in New York on Oct. 5, to complete plans for the global launching of "Harvey."

Group Set to Pick 'Command' Film

LONDON, Sept. 24.—The Trade Benevolent Fund, to end continued bickering over selection of the film to be shown at the Royal Command Performance here this year, has appointed its own five-man committee to make the choice.

Members of the committee are: T. H. Fligelstone, H. P. E. Mears, D. E. Griffiths, John W. Davies and Frank Ditcham. They will view 11 films and make their choice, possibly by Friday. The favored production is still 20th Century-Fox's "The Mudlark."

On Screen TV

(Continued from page 1)

Carolina, Purdue, Michigan State, Navy and Pittsburgh.

This is the second year that Notre Dame games have been on theatre television, some of them being carried during 1949 by Fabian's Fox in Brooklyn, and American's Pilgrim in Boston.

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CBS Leases 4th for TV

Columbia Broadcasting has leased, for a five-year period, Loew's Lincoln Square Theatre on Broadway at 67th Street, New York, to accommodate the studio demands of the network's expanding fall television program schedule.

The theatre, which will be used primarily for variety and musical shows requiring studio audiences, will have a capacity of 750. It represents the fourth theatre acquisition by CBS in the past three months. The others are the former Peace House at 109th Street and Fifth Avenue (now known as CBS-TV Studio 57), the former Town Theatre at 55th and Ninth Avenue (CBS-TV Studio 58), and the former Mansfield Theatre on West 47th Street (CBS-TV Studio 59). The Lincoln Square will be identified as Studio 60 and will raise the total of CBS-TV studios in New York City to 13.

Corsi Delays Wage Hearing at Rochester

ROCHESTER, N. Y., Sept. 24.—The third and final hearing on the 50-75-cent minimum wage recommendations of the New York State Minimum Wage Board for the Amusement and Entertainment Industry, which State Industrial Commissioner Edward Corsi was to hold here on Friday was postponed indefinitely. Reason given was "pressure of other business" on Corsi, who is running for mayor of New York City on the Republican ticket.

Exhibition and labor representatives already have expressed their opinions of the recommendations at meetings which were held recently in Albany and New York. Of course the exhibitors spoke against the recommendations at the hearings, while labor spokesmen indicated satisfaction them.

New U.K. Pact

(*Continued from page* 1)

tribution investments here and earnings from distribution of British films in the Western Hemisphere. American industry officials hope the latter will account for an additional $4,000,000 of remittances.

The bonus provisions are covered in an appendix to the main agreement. There is also the elucidatory preamble which still requires the signatures of Harold Wilson, Board of Trade president; Eric Johnston, Motion Picture Association of America president, and Ellis Arnall, president of the Society of Independent Motion Picture Producers. The precise wording of the preamble has occasioned an exchange of views recently between the American and British principals, momentarily delaying the official signing. However, it is now expected that the official announcement of the acceptance of the document by both sides will be made some time this week, possibly on Tuesday.

The MPAA has suggested that Wilson go to New York for the formal signing. If the political situation here prevents him from doing so, then the invitation may be extended to Rupert Somervell, Board of Trade financial official, as an appreciation of his services in arriving at the agreement.

Review

"I'll Get By"

(20th Century-Fox)

THE phrase, "Never a dull moment," has become somewhat worn around the edges, but before it is consigned to limbo it should be spelled out in big, bold capital letters and annexed to any and all references to 20th Century-Fox's latest Technicolor musical.

The exhibitor who is seeking sparkling gay, delightfully swift, subtly smooth entertainment for his patrons will find it here. Moreover, he will find a fine lot of box-office names to tie in with his merchandising of the picture. June Haver, William Lundigan, Gloria De Haven, Dennis Day and Harry James top the roster, and as "bonuses" there are Jeanne Crain, Dan Dailey, Victor Mature and Reginald Gardiner who play themselves in guest appearances that are neatly dovetailed with the light, bouncy story by Robert Ellis, Helen Logan and Pamela Harris.

While acknowledging all due credit to the aforementioned, to the splendidly fashioned screenplay by Mary Loos and director Richard Sale, and to the top-notch editing job of J. Watson Webb, Jr., the fact remains that it is the music—the selection of numbers and their presentation—that "steals the show." In addition to the title number, the film contains some 14 former hit tunes, all of which originated in 20th-Fox pictures. They're worth mentioning here: "You Make Me Feel So Young," "I Gotta Gal in Kalamazoo," "There Will Never Be Another You," "Deep in the Heart of Texas," "You and I," "On Fifth Avenue," "MacNamara's Band," "It's Been a Long, Long Time," "I've Got the World on a String," "Takin' a Chance on Love." These are the outstanding ones. And Day-Haver-DeHaven and company do right by them all. Harry James and his trumpet too, of course, make several of them ring nicely on the ear.

The story recites the rise from obscurity to fame of songwriters Lundigan, Day and Steve Allen, the romance of the first two with the singing sister team of Haver and DeHaven, and touches on events of the years just before, during and after World War II—years when the tunes listed were born. It's all prettily told, and embellished with a good deal of gagged-up dialogue, most of it embodied in Miss DeHaven's lines during her comical romance with Day.

To sum up this review of a fine production from William Perlberg, it would seem appropriate to speculate that "Ill Get By" will do very, very much more than just "get by" at the box-office.

Running time, 83 minutes. General audience classification. For October release.

CHARLES L. FRANKE.

'Early' Plan

(*Continued from page* 1)

of moviegoing. First, the greater majority of the audiences will be able to enter theatres at time to see pictures from the beginning. Under the present schedules, most folks arrive in the middle of the main feature, must sit through the associate feature, then pick up the headline attraction from the beginning. "Such episodic viewing destroys the proper appreciation of a picture, just as reading a book from the middle discloses the climax," points out Ernie Emerling of Loew's, publicity chairman of the balloting campaign, who adds: "Also, getting out of the movies after midnight makes it impossible to obtain a proper night's rest. The same condition prevails among high school and college students who often must forego moviegoing because of early morning school attendance."

Emerling's sentiments, it seems, were echoed by ballots.

The "Early Last-Show Plan" will be extended to two Westchester communities—Mt. Vernon and Yonkers. Cooperating are Loew's and RKO-Proctors in Mt. Vernon, and the Park Hill, Strand, Loew and RKO theatres in Yonkers.

Aboaf Named a VP

(*Continued from page* 1)

reer in 1925 with Paramount in London. From 1926 to 1938 he was general manager for Paramount in Italy and also supervised the Near East. During his tenure in Italy, he established 11 branches and introduced numerous new techniques.

Aboaf joined Universal in 1939 as home office representative for Italy, Spain and Portugal. In 1946 he was named Latin American supervisor.

Center to TV

(*Continued from page* 1)

NBC has leased the house from Rockefeller Center, which operates the Music Hall, for three years with options to renew. The first simulcast program from the theatre will be "The Voice of Firestone," with Thomas L. Thomas and the Firestone orchestra directed by Howard Barlow, this evening. Mayor Vincent Impellitteri will attend the dedication ceremonies. The only other TV program definitely set for the theatre now is the Ed Wynn Show but daytime programs and others are expected to be added rapidly.

The theatre has elaborate stage facilities, comparable to those to be found in the Music Hall. The Center was opened in 1932 as a film theatre but the policy was found to conflict with the Music Hall and films were discontinued.

Columbia Parley

(*Continued from page* 1)

Among the productions to be discussed at the meeting are: "Born Yesterday," "The Brave Bulls," "The Here," "Harriet Craig," "Valentino," "The Flying Missile," "The Fuller Brush Girl," "State Secret," "Al Jennings of Oklahoma" "Stage to Tucson," "Emergency Wedding," "Last of the Buccaneers," "The Killer That Stalked New York," and "He's a Cockeyed Wonder."

Present at the meetings form the home office, in addition to Montague, will be Rube Jackter, Louis Astor, Louis Weinberg, Irving Wormser, Maurice Grad, George Josephs, H. C. Kaufman, Joseph Freiberg, Seth Raisler, Morris Goodman, Vincent Borelli, Irvin Sherman, Sydney Singerman, exchange operations.

Managers from the field include Nat Cohn, S. A. Galanty, Jerome Safron, Carl Shalit, B. C. Marcus, I. H. Rogovin, R. J. Ingram, and J. B. Underwood.

Split of RKO, Reade Seen

TRENTON, Sept. 24.—Superior Court Judge Wilfred Jayne is expected to set a date within the next few days for entry of judgment requiring dissolution of the RKO-Walter Reade partnership in Trenton-New Brunswick Theatres within a specified time, failing which a trustee would be appointed to carry out the dissolution.

The time for filing final arguments in the case expired last Friday, Reade, who rejected RKO dissolution proposals, is expected to take an appeal from the judgment and may resume out-of-court negotiations with RKO thereafter. Reade has maintained that stock in the circuit should be sold by RKO at book value. The latter has offered to buy out or sell to Reade at the considerably higher market value. With the offer rejected, RKO petitioned the court to order the dissolution, as required by its Federal consent decree in the government anti-trust suit.

Ned Depinet

(*Continued from page* 1)

RKO Theatres' participation, aided by Ira Morais; George Ronan, chairman at RKO Pathe offices and studio, and Gordon E. Youngman, in charge at the Hollywood studios.

Starting with a personal message from Depinet to every RKO employee, a concerted effort will be made to have each and every one sign one of the Freedom Scrolls which will be permanently enshrined in the base of the Freedom Bell in Berlin. Those who wish to do so may make a voluntary contribution to Radio Free Europe, the American people's broadcasting station in Western Berlin which daily pierces the iron curtain, answering Communist propaganda.

The dates for enrollment in New York are Oct. 2-7, coinciding with the city-wide enrollment campaign. The dates for enrollment in the RKO exchanges and theatres throughout the country will be set to coincide with the dates for the general campaign in those cities.

Eric Johnston

(*Continued from page* 1)

and that's a splendid vision. But Brotherhood begins on a man-to-man basis here at home and not a mass-to-mass basis across the oceans. Without that footing, it is idle talk and an empty vision."

Directing his attention to the American scene, Johnston declared that "we can't afford to blind ourselves to the disturbing and undermining racial and religious antagonisms in America. They will defeat our good intentions for a world brotherhood until we cast them out and live as brothers in our states, communities and neighborhoods—not for a single week in any year but day by day and year by year."

Mr. Johnston was born in Washington, D. C., on December 21, 1895. In World War I he served as a captain in the Marine Corps and was detailed to the United States Legation guard at Peking, China.

As general chairman for "Brotherhood Week," Johnston succeeds former chairmen Harold E. Stassen, and John Gilbert Winant.

THE 3 BIG! BIG! BIG!

There's No Business

Don't forget ANDY SMITH WEEK October 15–21

...And Twentieth will maintain the industry's hottest pace from now on with **THREE QUALITY PICTURES** a month!

NO WAY OUT
MISTER 880
ALL ABOUT EVE
I'LL GET BY

TECHNICOLOR

TWO FLAGS WEST
THE FIREBALL
THE JACKPOT

(Jimmie Stewart hits in this one!)

AMERICAN GUERRILLA IN THE PHILIPPINES

TECHNICOLOR

FOR HEAVEN'S SAKE

(That BELVEDERE Man's Best!)

ONES!

IT'S AN ALL-HIT CELEBRATION!

Branch Managers' Testimonial
Sept. 3—Dec. 30

Like 20th CENTURY-FOX Business!

THE PICTURE THAT MAY SAVE YOUR LIFE!

Today's Timeliest Short Feature IS HERE!

All over America, people are talking, thinking, wondering — what will happen, what to do, how to face it, if humanity's most fearsome threat — the A-Bomb — comes to them! This is the picture that dramatically ***shows*** what to do — and not to do! Timely as the latest news bulletin from the fighting front! ***Advertise it! . . . Exploit it! . . . Publicize it!*** — as both an exciting property, and an important service to your community!

"YOU CAN BEAT THE A-BOMB"

Produced by
EMERSON FILM CO. and
CRYSTAL PRODUCTIONS, INC.
Distributed by
RKO RADIO PICTURES, INC.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 60 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 26, 1950 TEN CENTS

'Big 10' Games For Theatre TV Okay: FCC

Clarifies Ruling for Bell System Facilities

WASHINGTON, Sept. 25.—Two decisions on the Federal Communications Commission today and Friday should remove any doubt that common carriers can use their facilities to pick up and relay sports and other events for theatre television, Commission officials said.

Last fall, the Commission issued an order saying it would not grant any new, special temporary radio frequencies for commercial theatre television until it had conducted and decided the overall theatre TV proceedings. At the time, everyone assumed this meant it would still be okay for common carriers, with existing facilities and channels already assigned, to pick up and relay telecasts into theatres. But some question arose on this interpretation, and the Commission was asked to clarify its ruling by Michigan Bell Telephone Co. and Illinois Bell Telephone Co., which have made arrangements to relay Big Ten football games into theatres in Chicago and Detroit.

On Friday the Commission gave Michigan Bell special permission to

(*Continued on page 6*)

New 30% U.K. Quota In Effect Sunday

LONDON, Sept. 25.—Britain's new 30 per cent quota will go into effect for one year next Sunday with a highly uncertain outlook.

The practicability of the new quota will be conditioned of course by the future run of production here. Official statistics show that in the 12 months ended March 31, last, 81 British first features were registered with the Board of Trade. From April 1

(*Continued on page 6*)

Chiefs Will Address N.Y. Para. Meeting

Top Paramount officials will address the home office meeting of company division managers Thursday and Friday, it was reported yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp., who will preside at this first gathering of division managers since the national sales convention in June.

Scheduled to appear at the meeting

(*Continued on page 6*)

All Segments of Industry Favor Arbitration: Levy

KANSAS CITY, Sept. 25.—All segments of the industry are, for the most part, in favor of an industry system of arbitration, and therefore Theatre Owners of America executive director Gael Sullivan and general counsel Herman Levy will submit to the TOA convention in Houston next month that the organization join with other exhibitor associations to call an all-industry conference on the subject.

This is the substance of a prepared address which Levy will deliver tomorrow before the opening day's session of the Kansas-Missouri Theatre Association meeting here. The meeting will continue through Wednesday.

Levy's address, released to the press today, asserts that the present "stream of industry-stifling litigation" will increase as additional points of friction develop out of the new patterns of business operation occasioned by the decrees in U. S. vs. Paramount, et al., "all at a staggering cost to the industry."

"An effective industry arbitration tribunal to which exhibitors may go for an inexpensive and speedy determination of their complaints would go

(*Continued on page 6*)

RKO Pathe to Film Tomorrow's Fight

In agreement with the Madison Square Garden Corp., here, RKO-Pathe, will cover the Joe Louis-Ezzard Charles world's heavyweight championship fight tomorrow night at Yankee Stadium, using seven camera crews.

Arrangements were set by Ned Irish, vice-president of the Garden Corp.; Harry J. Michaelson, president, and Jay Bonafield, vice-president of RKO-Pathe, and Robert Mochrie; vice-president, and Sidney Kramer, short subject sales manager of RKO Radio.

'Boulevard' Tops $-Million Mark in Seven Weeks at Hall

A smashing seven-week gross of more than a million dollars is reported for "Sunset Boulevard" at Radio City Music Hall here with the final week of the longest run of any picture there since June, 1948, expected to reach $112,000. On Thursday, "The Glass Menagerie" will bow in with a new revue, produced by Russell Markert on stage.

"Sunset Boulevard" started its million-dollar run at the music Hall on Aug. 10, chalking up a record-breaking initial week's gross of $166,000 which was matched in the second week. Other weekly totals were

(*Continued on page 6*)

Skouras Talks with D. of J. Resumed

WASHINGTON, Sept. 25.—Charles Skouras, National Theatres president, returned here today to resume theatre divestiture discussions with the Department of Justice, following a weekend in New York.

Skouras and National Theatres' attorneys accompanying him, declined comment on the conferences which started early last week. However, it is believed that an agreement on divestiture is being sought in advance of final negotiations by 20th Century-Fox, parent company of National Theatres, for a consent decree ending the government anti-trust suit against the company.

COMPO Warns TV Of Boycott Action

Having received no response to its protest against the "Colgate Comedy" hour's television attack on the film industry, the Council of Motion Picture Organizations warned television advertisers yesterday that if they persist in belittling the motion picture industry in television shows the film business may take retaliatory measures against advertisers' products.

At the same time the association broadened its campaign of protest to enlist the cooperation of leading ex-

(*Continued on page 6*)

COMPO Marks 'New Era': Bamberger

The Chicago conference in Aug., 1949, which led to the formation of the Council of Motion Picture Organizations "was the start of a new era in our industry," a release here of a speech by Leon J. Bamberger, RKO Radio sales promotion head, to be delivered today in Kansas City at a convention of the Kansas-Missouri Theatres Association, stated.

Stressing that for the first time rep-

(*Continued on page 6*)

SIMPP Hits Practices Under Decrees

Arnall to Expose 'Closed Situations' to D. of J.

By CHARLES L. FRANKE

Balked at the "number of closed situations" it has found prevailing, and the "deterioration" of the independent producer's position under many trade practices within the framework of the industry anti-trust suit, the Society of Independent Motion Picture Producers is preparing to take action to bring about a correction of these adverse factors.

Making this disclosure here yesterday following his return from Atlanta and Hollywood. SIMPP president Ellis G. Arnall indicated that he will confer with Department of Justice officials in Washington on these subjects in the near future.

Arnall declined to discuss specific "cases and facts" in this connection. He said, however, that while SIMPP is "not dissatisfied" with what the government has achieved under the industry anti-trust suit, the organization has concluded that "the decrees have not gone far enough."

"There is," Arnall declared, "an

(*Continued on page 7*)

Arnall, SIMPP Sales Heads Meet Thurs.

Members of the Society of Independent Motion Picture Producers' Eastern distribution committee, which is headed by James Mulvey, Samuel Goldwyn Productions president, will meet with SIMPP president Ellis G. Arnall at a luncheon at the Hotel Warwick here on Thursday for a general discussion of affairs relating to distribution of independent product.

Arnall returned to New York yes-

(*Continued on page 7*)

Complacency: Taxes Ail Industry: Richey

DETROIT. Sept. 25.—Complacency and taxation were listed as the film industry's greatest "solvable" problems by H. M. Richey, M-G-M exhibitor relations head, who spoke at the opening session of Allied Theatres of Michigan's two-day convention at the Book-Cadillac Hotel here today.

"We haven't actually worked at sell-

(*Continued on page 7*)

Personal Mention

NATE J. BLUMBERG, Universal president, returned here yesterday from Hollywood.

•

MARTIN STARR, Station WINS motion picture commentator, will revive his "Broadway Starr Dust," program, Tuesday, Oct. 3, covering the Broadway theatre, its opening nights and interviews with celebrities.

•

GEORGE MURPHY, M-G-M actor, will be the honor guest today at the Allied of Michigan convention, in Detroit, and tomorrow he will be a guest at the Kansas-Missouri TO meeting, in Kansas City, Mo.

•

MICKEY ANDELMAN, Devonshire Film Co. distribution head, is scheduled to arrive in Toronto from Boston this week, following which he will leave for a three-week Midwest tour of franchise holders.

•

MAX YOUNGSTEIN, advertising-publicity vice-president of Paramount, has returned to New York from the Coast.

•

R. J. O'DONNELL, Theatre Owners of America convention general chairman, is in New York from Dallas.

•

SILAS F. SEADLER, M-G-M advertising manager, will return here from the Coast today.

•

MOE KERMAN, president of Favorite Films, has left here for Detroit and Chicago.

•

DAVID O. SELZNICK was due here last night by plane from Europe.

UA Planning Meet Here Still Pending

The United Artists management meetings, which company spokesmen indicated would continue into ensuing days after the initial conference last Wednesday, have not taken place in recent days in any formal sense.

Meanwhile, Charles Chaplin and Mary Pickford are reported still in New York, from Hollywood.

UPT Business Meet Will Start Today

POCONO MANOR, Pa., Sept. 25.—United Paramount Theatres' home office officials, operating executives and partners arrived here today for their annual conference which opens at the Pocono Manor Inn tomorrow. Leonard Goldenson, UPT president, will preside at the meetings. Business conditions, product outlook and operational affairs will be discussed.

Jack Ellis a Songwriter

Jack Ellis of Ellis Films here, wrote the lyrics for an M-G-M record called "Let's Go Out to the Movies," to be released on September 29. The record will be played at the Allied States convention on Oct. 2 in Pittsburgh.

Review

"King Solomon's Mines"

(Metro-Goldwyn-Mayer) *Hollywood, Sept. 25.*

SHOWMEN have a two-lane approach to their customers in behalf of "King Solomon's Mines."

One leads through lavishly favorable mention of all the great wild-animal picture films in the past half-century (and on this tack an exhibitor has the support of the trade truism that no wild-animal picture ever lost money) to an outright guarantee that this is far and away the greatest of them all.

The other lane is flanked by particularized reference to Deborah Kerr and Stewart Granger as co-stars in a flamingly colorful telling of a romantic adventure story by the famously flamboyant H. Rider Haggard.

In both lanes, of course, belongs forthright notification that the picture was made in Africa by the most completely equipped production unit ever sent into that continent; that it was filmed with the full cooperation of several native governments and with a use of the Technicolor process which warrants that company a special award of some kind next time the awards season rolls around.

In short, the exhibitor has here a wild-animal picture par excellence, plus a famous story and a name cast, or a famous story and a name cast plus a wild-animal picture par excellence, an anomaly by routine standards that is likely to prove a handsomely profitable one in cities and towns alike.

The camera opens on breathlessly beautiful shots of Africa and shortly jerks observers to upright attention upon the shooting down of a gigantic elephant by big-game hunters, who receive no glorification for the killing. The picture then introduces Granger as a famous jungle guide who is tired of it all and has decided to retire, and Miss Kerr as a British lady of great wealth seeking her husband, last known to have gone into the jungle some years previously, and desirous of engaging Granger to lead a safari in quest of him.

He changes his mind and agrees to lead the safari. From there on the picture deals with the dangers they encounter, first from the wild life and later from thirst, starvation, unfriendly natives and an unfriendly white man, in the course of their journey into the unexplored interior where, true to the rumor which lured the absent husband into the jungle, they discover the fabulous jewels he sought. They also find the absent husband's bleached skeleton, and that makes things cozy for Granger and Miss Kerr, who've fallen in love on the way. An essentially simple, but sufficient, story.

The incident in the picture which everybody in Hollywood has been talking about since the preview screening, indicating everybody everywhere will be doing likewise when the picture gets around, is a wild-animal stampede in which literally thousands of beasts of a variety of species dash furiously across the veld straight into the camera. Nothing like it has ever been witnessed by anyone living to describe it.

Production is by Sam Zimbalist, direction by Compton Bennett and Andrew Marton, and the script by Helen Deutsch, all of whom rate bows from the waist.

Running time, 105 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

Advance 'Cyrano' Premiere a Week

The New York premiere of Stanley Kramer Productions' "Cyrano de Bergerac" has been advanced from Nov. 23 to Nov. 16 at the Bijou Theatre here, where it will play on a two-a-day, reserved seat policy at $2.40 top. The same policy will prevail at the Fine Arts Theatre, Los Angeles, where it will open on Nov. 21.

World premiere of the picture will be in Puerto Rico, birthplace of Jose Ferrer, its star, on Nov. 13. Press representatives will be guests of the company at the premiere. The opening dates were set in conferences now under way here between George Glass, Kramer Productions' vice-president; George Schaefer, sales head, and Myer Beck, publicity representative.

Tiomkin to Do Two

HOLLYWOOD, Sept. 25.—Dimitri Tiomkin has signed a deal with Winchester Pictures Corp., to compose and conduct the music for two Howard Hawks productions. They are "The Thing," based on a short story by John Campbell which goes before the cameras Oct. 1, and "The Big Sky," based on the novel by A. B. Guthrie, Jr.

Skouras Asks Films To Educate Public

The production of pictures which will further educate the public was urged by Spyros P. Skouras, 20th Century-Fox president, in a talk before educators at the home office here yesterday. The occasion was a special showing of the new educational film strip based on 20th's "Broken Arrow," to be used in schools.

Skouras declared that "we in the motion picture business are very conscious of the influence of our instrumentality in enlightening the world though we are principally in the entertainment business. We must discharge our responsibilities by attempting to produce pictures which will further educate the public."

He also cited the film.

William D. Canning, 41

BOSTON, Sept. 25.—William D. Canning, 41, managing director of the Empire Theatre in Fall River, died in the theatre box office today. He was the son of William S. Canning, business manager of Yamins Theatres circuit in Fall River. Doctor Thomas E. Boylan, medical examiner, said Canning had been ill for several years with a heart ailment.

Fox Midwest Puts New Slogan Twists

MILWAUKEE, Sept. 25.—New angles to the "Movies Are Better Than Ever" campaign are being utilized by Fox Wisconsin Amusement Corp. in an all-out effort to bring this message before people throughout the state, it was revealed here today by Harold J. Fitzgerald, president of the corporation.

Among the features of the campaign are special cards welcoming servicemen to theatres, box-office displays featuring clippings from press books, courtesy campaign among theatre employees, and place-mats to be used in restaurants.

The circuit has also launched an "Equipment Is Better Than Ever" campaign, calling attention to the new screen installed in Milwaukee's Fox Palace. The manager invited all patrons to walk across the stage to inspect the screen and gave each person a sample piece of the screen.

Special effort is being made in the campaign to avoid theatre managers selling "Movies Are Better Than Ever" on anything but outstanding productions. Bookers have been advised to place the symbol of an "Oscar" on the booking sheet, advising of an outstanding film.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
'SUNSET BOULEVARD'
William Holden • Gloria Swanson
Erich Von Stroheim
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

THE SLEEPING CITY
Starring
RICHARD CONTE
COLEEN GRAY
in Person
TONY PASTOR
AND HIS ORCHESTRA
The Five
DEMARCO SISTERS
SON & SONNY
Extra
MYRON COHEN
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

no way out
20th CENTURY-FOX
RIVOLI
B'WAY at 49th St.

Walt Disney's
PRESENTATION OF
Robert Louis Stevenson's
Treasure Island
Distributed by RKO RADIO PICTURES INC.
Color by TECHNICOLOR
EXTRA! Walt Disney's BEAVER VALLEY Print by TECHNICOLOR
NOW BRANDT'S MAYFAIR
7th AVE. & 47th ST.

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Paramount's "Union Station" To Be Sold To Millions Thru Huge TV And Radio Coverage

PLANS FOR AIRWAVE SELLING BELIEVED TO BE BIGGEST EVER— AS PATTERN IS SET FOR COUNTRY-WIDE DUPLICATION

SATURDAY EVENING POST NOVEL that thrilled millions becomes "screen thriller—and a terrific one!" says Hollywood Reporter.

"UNION STATION" starring WILLIAM HOLDEN • NANCY OLSON BARRY FITZGERALD with Lyle Bettger • Jan Sterling • Produced by Jules Schermer • Directed by Rudolph Maté • Screenplay by Sydney Boehm • Based on a Story by Thomas Walsh

Air-selling of "Union Station" at N. Y. Paramount early in October will reach an estimated hundred million listeners from Maine to Washington and west to Pittsburgh—and will set the mold for engagements everywhere to effect the same tie-up thru the Sister Kenny Foundation.

With all major TV and radio networks cooperating, plan reaches its peak in late September and early October. Many engagements in listening area will benefit—and all dates can duplicate plan thru local radio stations and local Sister Kenny Committees.

NEWCOMERS ARRIVE IN "UNION STATION." Star-making Paramount welcomes 3 new faces, Nancy Olson, Lyle Bettger, Jan Sterling. They shine in addition to famous names William Holden, Barry Fitzgerald.

Goldwyn Will Urge 'Truth'

A nationwide newspaper and radio campaign, with businessmen taking the lead in its financing, "to awaken the people of America to active preparation for the sacrifices that lie ahead of us," will be proposed by Samuel Goldwyn in a speech, released here, to be given today in Denver.

Referring to the present worldwide crisis, which Goldwyn said "must mean either the victory or the end of democracy," the producer asked that the "Big Lie" be met with the "Big Truth." This truth "must be set forth in dynamic terms," Goldwyn said. "It must be packaged and merchandised, if you will, to our own people. This is a responsibility in which businessmen can and must assume leadership."

Goldwyn made clear in his speech that his proposal calls for the public to provide the funds for such a campaign and that it is not related to his previous proposal that the U. S. government allot a "billion dollars to the Voice of America program."

Goldwyn in Denver for 'Edge of Doom' Opening

DENVER, Sept. 25.—Samuel Goldwyn and Mrs. Goldwyn arrived here today by plane from Hollywood for the opening on Wednesday of his production, "Edge of Doom," which will have its Western premiere at RKO Orpheum Theatre here.

Tomorrow Goldwyn will be the principal speaker at a luncheon in his honor to be given by the Rotary Kiwanis and Lions clubs of Colorado.

"Edge of Doom" will also have its Southern premiere on Wednesday at the RKO Orpheum Theatre in New Orleans. Goldwyn says the film has been edited since its New York opening, with a new opening and closing added to the film.

Review

"Cassino to Korea"

(Paramount)

A BLAZING eulogy to the Allied fighting men of World War II and the current Korean conflict, "Cassino to Korea" is Paramount's contribution to the present cycle of documentaries about the blood-letting that totalitarianism has visited upon the world in the last dozen years.

This is a feature-length compilation of footage filmed under front-line fire by Paramount News cameramen and Army Signal Corps photographers. Included also are captured combat films of German, Italian and Japanese origin, and sundry clips of wartime home-front events that featured Franklin D. Roosevelt, Hitler, Stalin, Mussolini, Churchill and other world figures who strode across the pages of history during the past decade.

Focussing primarily on the adventures of the average soldier, as epitomized by Medal of Honor winners Sgt. James M. Logan and Air Force weather officer David Ludlum, "Cassino to Korea" is basically a film of war at its explosive worst. The vicious fighting that took the Allied armies up the Italian boot and the crushing ruination wrought upon such symbols of civilization as Cassino Monastery are presented with consummate photographic and editing skill as the soundtrack presents an eloquent and stirring narration by Quentin Reynolds. A saddening parallel is drawn by the commentator—who emerges on the screen from time to time to underscore his soundtrack observations—between the World War II fighting and that which now has all eyes on Korea. Scenes of the Korea fighting are relatively brief and are brought in toward the end of the film. Critical meetings of the United Nations are shown as a prelude to the cold war that turned hot. Max Klein handled the script treatment, and Jackson Beck and Logan substituted for Reynolds on the narration at intervals.

Credited as producer and director respectively, A. J. Richard and Edouard Genock quite obviously have supervised the making of this film with professional know-how of the first order. But any appraisal of the picture from a commercial standpoint must rest with the individual exhibitor, his guidance being his knowledge of what his patrons want. If they want an exciting documentary about war in all its savage fury, none will be disappointed in "Cassino to Korea."

Running time, 58 minutes. General audience classification. For October release.

CHARLES L. FRANKE

Times Hits 'Bad' Ads

As a result of a protest by the Council of Motion Picture Organizations, the New York *Times* has promised to tighten up on its supervision of advertising copy that unfairly depreciates the motion picture industry.

The Times policy was revealed in a reply to a complaint lodged by Arthur L. Mayer, executive vice president of COMPO, against a Cinema 16 ad in the Sept. 17 issue of that publication. The ad read: "Every time Hollywood makes a picture, more people join Cinema 16." The latter is a 16mm. "art" theatre in New York operating on a subscription basis mostly.

In his letter to Mayer, Julius Ochs Adler, general manager of *The Times*, said: "The advertising department has been directed to be on the alert to avoid acceptance of the same or similar statements in future announcements of this advertiser."

Kennedy Leaves UA For US Army Post

W. Vernon (Bud) Kennedy, contract analyst in the United Artists home office accounting department, who has also been assistant to the company's treasurer, has resigned, effective last Friday, to accept a civilian post with the procurement office of the Army Signal Corp. at Fort Monmouth, N. J.

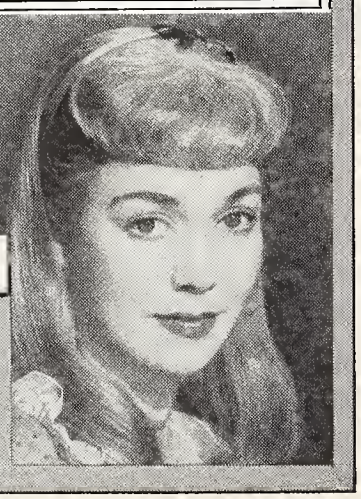
Kennedy had been with U. A. for 17 years.

4 Academy Award Predictions for "The Glass Menagerie"

No. 1

EARL WILSON PICKS

JANE WYMAN



4 Academy Award Predictions for "The Glass Menagerie"

No. 2

DOROTHY KILGALLEN PICKS

KIRK DOUGLAS

☆ WORLD PREMIERE THURSDAY AT RADIO CITY MUSIC HALL, N.Y. ☆

PRODUCED BY JERRY WALD AND CH[illegible]

Showmen Give Over $80,000 to the UJA

Over $80,000 was raised for the United Jewish Appeal in a one-day mass telephone solicitation drive among leaders in the amusement field, the UJA headquarters here announced today.

The telephone drive was held from the offices here of Barney Balaban, in Paramount Pictures, where 18 men manned a battery of phones. Co-chairmen of the amusements division of the UJA are Sam Rosen of Fabian Theatres Corp., and Fred J. Schwartz of Century Circuit.

Among those who participated in the telephone solicitation were, in addition to Schwartz, Rosen and Balaban: Harry Brandt, Manny Frisch, S. H. Fabian, Irving Greenfield, Philip Hodes, Arthur Israel, Jr., Julius Joelson, Jack H. Levin, Charles Moss, Tom Murtha, Max Seligman, Spyros P. Skouras, Morton Sunshine and Robert Weitman.

Additional Time for EL Reply to FC Suit

An additional extension of time—to Oct. 6—has been sought by Eagle-Lion and its parent, Pathe Industries, for preparation and filing of answers to the complaint which Film Classics creditor-assignee Irving Kaufman has filed in New York Supreme Court. The $500,000 action was instituted by Kaufman when it became apparent that the merger between EL and FC into Eagle Lion Classics would not be fully completed for some time.

WAYNE COY CITES HIGHER COLOR TELEVISION COSTS

CHICAGO, Sept. 25.—Federal Communications Commission Chairman Wayne Coy predicted today that the recent color television decision might temporarily advance the cost of all TV sets.

There was no actual dollar-and-cents estimate, but Coy said he expected that the cost of placing bracket standards in future sets—as suggested by the Commission—would be about the same as the costs of adapting current sets. CBS officials say this would be anywhere from $20 to $50.

Both the FCC and industry officials have said they would expect the cost to drop as production increases.

Coy again "plugged" the CBS system and told an audience at the National Electronics Conference that RCA and Color Television, Inc., had not met the tests of simplicity or economy.

Set manufacturers have until Friday to tell the Commission whether they will include the brackets.

New Currency Trend Noted by Silverstein

There is a trend in Latin American countries toward strengthening native currency as against American dollars, Maurice Silverstein declared here.

Silverstein, Latin American sales director for Loew's International, has just returned from a 10-week tour of his territory.

The advantages of this trend, Silverstein asserted, is that it takes less local currency for the remittance of dollars.

There were few changes otherwise noted by Silverstein. American pictures are generally the most popular. Silverstein also observed that production in Venezuela is growing.

Silverstein, as Latin American sales director for Loew's International, travels extensively.

Rothafel to Fox Frisco Office

SAN FRANCISCO, Sept. 25.—Robert Rothafel arrived in San Francisco today to take over as district manager of the Fox West Coast East Bay theatres.

Rothafel, former manager of the Los Angeles district number four, replaces Fay Reeder, who returns to his former position as publicity and advertising director of the San Francisco office. Next week, Charles Doty and Bob Weeks are scheduled to arrive from Los Angeles as bookers, replacing Jack Frazer and Jack Foley, who have been promoted to theatre managers. Peter Vigna, booker, San Francisco office, becomes assistant to George Milner, Northern California booking department chief, San Francisco.

NEWS in Brief . . .

BERNARD BARUCH, "Elder Statesman," will be an honored guest at the Motion Picture Pioneers' Mid-Century Dinner in the Astoria here on Thursday evening, Nov. 16. Baruch's acceptance was announced by Si Fabian, chairman of the dinner, and Jack Cohn, president of the Pioneers. As previously announced, Spyros P. Skouras, president of 20th Century-Fox, was designated "Pioneer of the Year" and will be so honored at the dinner.

•

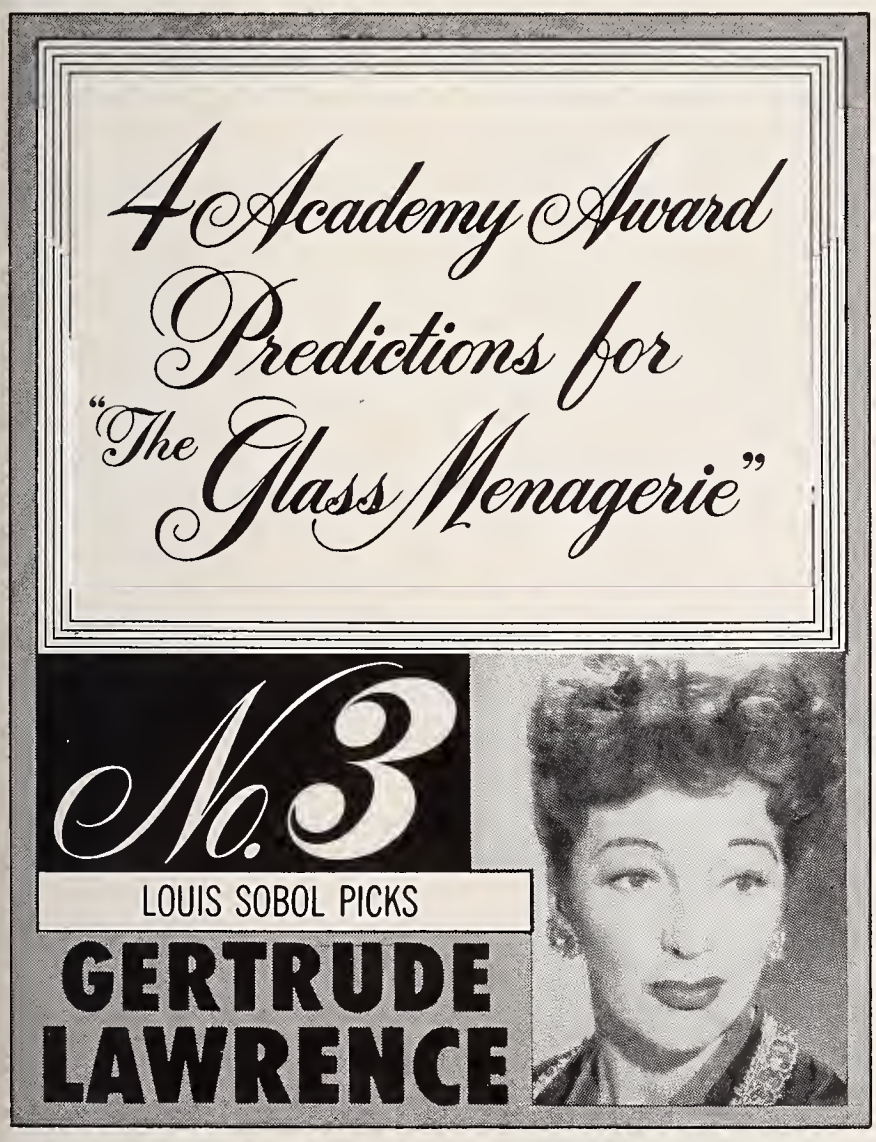
Metropolitan Motion Picture Theatres Association has changed from Friday to Thursday the date of its annual meeting at the Hotel St. Moritz here. MMPTA president Leo Brecher will conduct the meeting, which will feature an election of officers.

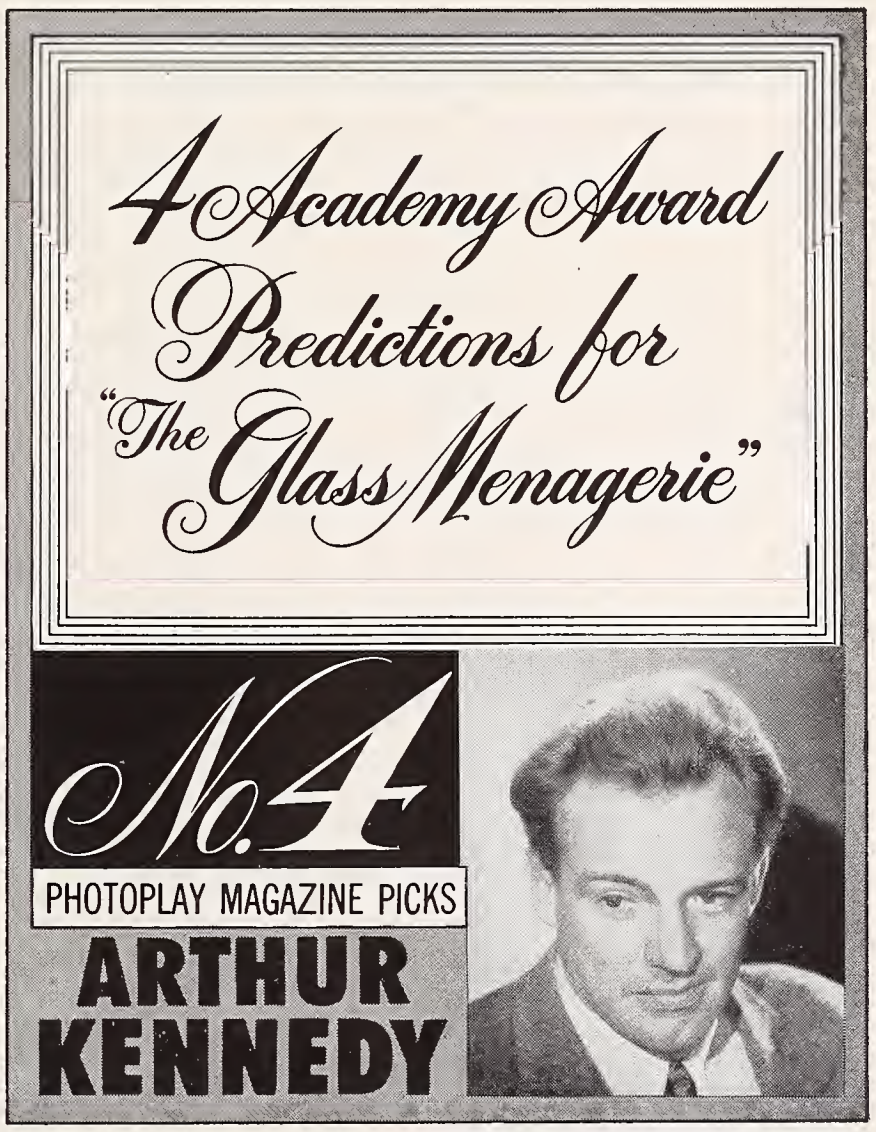
•

Setting of mass "plugs" for "The Jackpot," 20th Century-Fox's new comedy about a radio jackpot winner, will be made across the country on top giveaway shows both on radio and TV. The picture will be released in November.

•

LONDON, Sept. 25.—Scophony Baird, Ltd., manufacturers of television and allied apparatus, has reported a loss of £80,100 ($224,280) for the year ended March 31, 1950. The result compares with a loss of £29,192 for the previous year.





DIRECTED BY IRVING RAPPER
Adapted for the Screen by TENNESSEE WILLIAMS and PETER BERNEIS From the Original Stage Play by TENNESSEE WILLIAMS
As Presented on the Stage by Eddie Dowling and Louis J. Singer Original Music by Max Steiner
A CHARLES K. FELDMAN Group Production
DISTRIBUTED BY WARNER BROS.

'Big Ten'

(*Continued from page* 1)

use its microwave relay facilities to send programs from Ann Arbor to Detroit from Sept. 25 through Nov. 25. Today the FCC's common carrier bureau gave similar permission to Illinois Bell between the University of Illinois Stadium at Champaign and three Chicago theatres.

Top FCC legal officials said these two actions should remove any doubt and make it unnecessary for any other companies to come in for clarifying opinions. They declared that the major question was whether the carriers could use their facilities to pick up telecasts for relaying to theatres, and the two actions add up to a policy of allowing carriers to use existing facilities and channels to pick up and relay theatre telecasts, but still requiring them to come in and ask for permission when the telecast involves the use of new facilities or channels.

It was learned that 20th Century-Fox has been most concerned about the question in connection with its proposed 22-theatre television network in Los Angeles, and has asked the American Telephone and Telegraph Co. to ask the Commission for an advisory opinion on the question for the Los Angeles situation.

"We think we'd better be on the safe side," one 20th-Fox official said. "There's an awful lot involved, and we want to be sure."

N. Y. Para. Meeting

(*Continued from page* 1)

are: Barney Balaban, Adolph Zukor, Y. Frank Freeman, Paul Raibourn and Max E. Youngstein.

Youngstein, who returned yesterday from Coast conferences; Balaban, who is due back from Hollywood today or tomorrow, and Freeman, will present the latest production and promotion plans. The agenda relating to distribution problems was set Saturday at a preliminary home office session held by Schwalberg and E. K. (Ted) O'Shea. A report on short subjects and Paramount News will be made by Oscar A. Morgan.

Others in attendance will be: Harold Beecroft, Martin Friedman, Arthur Dunne, Monroe Goodman, Fred Leroy, Joseph Walsh, George Schur, G. Knox Haddow and Jack Roper, all of distribution. Also, Jerry Pickman, Sid Blumenstock, Mort Nathanson, Sid Mesibov and Carl Clausen of Youngstein's department.

The following division managers will be present: Gordon Lightstone, Canadian; Howard Minsky, Mideastern; Hugh Owen, Eastern and Southern; George A. Smith, Western; James J. Donahue, Central, and Duke Clark, South-Central.

'Boulevard' Grosses High

(*Continued from page* 1)

$161,000 for the third week, $163,000 for the fourth (Labor Day weekend), $134,000 for the fifth and $117,000 for the sixth. With this week's take estimated at $112,000, the total for the run will reach $1,019,000.

The Music Hall has grossed a million dollars with six other films in the past, but in each case the run exceeded "Sunset's" seven weeks in length, the management said yesterday.

Business in general among New York first-runs is maintaining a healthy pace, with a number of long runs due to be replaced this week. Opening strong at the Paramount was "The Sleeping City," with $77,000 anticipated for the first week. A $22,000 take for the first two days, Wednesday and Thursday, was reported. Tony Pastor and orchestra head the stage bill, with the Five De Marco Sisters, Son and Sonny and Myron Cohen also appearing.

Another good opener is "Pretty Baby" at the Strand, with $23,000 grossed over the weekend and a substantial $45,000 due for the week. The Weavers, the Three Stooges and the Harvest Moon winners top the stage bill. "My Blue Heaven" is still doing well at the Roxy, with $70,000 for a second week; Mindy Carson and an ice revue are on stage. It will be replaced with "Mister 880" on Friday. "Summer Stock" at the Capitol is holding its own; a fourth week will gross about $48,000, with Noro Morales' orchestra on stage; on Thursday "Born to Be Bad" will open.

"Three Little Words" is holding up nicely at Loew's State, with $15,000 due in a seventh and final week. "The Toast of New Orleans" moves in on Friday. "Treasure Island" is up slightly at the Mayfair—$18,000 for a sixth week is satisfactory. Still very good in its ninth week is "Our Very Own" at the Victoria, where $16,000 is expected. At the Astor, "Edge of Doom" is up to $14,000 for an eighth week—a pleasant rise from the week before.

A British importation, "Good Time Girl," opened on Friday at the Globe and is expected to do a nice $15,500. At the Bijou, "Red Shoes" started on its 101st week, with a steady $6,500 in sight. "Madeleine," in its fourth week at the Park Avenue, will do about $4,000, which is only moderate.

COMPO Marks

(*Continued from page* 1)

resentatives of all segments of the industry can now sit down and plan steps for the betterment of the whole motion picture business, Bamberger's speech reviewed the aims of COMPO and cited its accomplishments to date.

Foremost among these is the formation of the special committee for cooperation with the government, Bamberger said, and he told of the meeting with President Truman when the industry's offer of aid in the emergency was accepted.

The efforts of the committee for repeal of the Federal admission tax, headed by Abram F. Myers, Allied States general counsel, were hailed as a "clear demonstration of industry teamwork" and a "real public relations job." Other COMPO activities stressed were the research and seminars planned, publication of the booklet, "Exploding a Myth," and the protest made by COMPO against the Dean Martin-Jerry Lewis television skit which ridiculed motion pictures.

The speech also explained how COMPO will be financed, with distributors pledged to match voluntary exhibitor contributions of 1/10 of one per cent of feature film rentals. Each exhibitor was urged to voluntarily sign up for the contribution, termed by Bamberger as the "most equitable and unburdensome method of financing."

"There are so many advantages that must accrue to the entire industry and thus to each of you exhibitors, from a well-organized and well-activated COMPO, that I cannot conceive of there being any exhibitor who is unwilling to bear his share when it involves so small an amount," Bamberger said.

Allied in Traffic Drive

DETROIT, Sept. 25.—Michigan theatres are taking a front-row in a new traffic safety drive that is sweeping the state. A 30-second trailer, produced by the State Safety Commission, is being shown throughout the state.

COMPO Warns TV

(*Continued from page* 1)

hibitors, the American Association of Advertising Agencies, the National Association of Manufacturers, the U. S. Chamber of Commerce, the National Association of Retail Druggists, as well as members of the boards of National Broadcasting and Colgate-Palmolive-Peet, sponsors of the offending telecast.

In letters to officers and directors of Colgate, the Four A's, NAM and USCC, Arthur L. Mayer, COMPO's executive vice-president, warned:

"As you will see from reading the script of this telecast, this treatment of our industry by Colgate is very much as if the picture industry had produced a picture in which a well-known commercial product was shown to be scorned by the consuming public. Were the industry to produce such a picture I am sure you would agree that we would be doing damage to that product."

Although Mayer made no threat of actually using screens in retaliation, his letter to the Colgate directors and other possible television advertisers concluded with: "The Council of Motion Picture Organizations, made up of all branches of the motion picture industry, does not propose to take such attacks lying down. We are not only enlisting the cooperation of our studios and motion picture theatres in our protest against this particular incident, but we are alerting them to be watchful of any similar attacks, so that we may take whatever steps in reprisal may be necessary."

Spurs Jimmy Fund

BOSTON, Sept. 25.—The executive board of directors of the New England Shoe and Leather Association has notified the Variety Club of New England Tent No. 23, co-sponsors of the 1950 Jimmy Fund Drive, that they will contribute a complete blood transfusion laboratory in the new Jimmy building, now under construction, according to William Coster, executive director of the club.

Found: Some Benefit In New Tax Measure

Washington, Sept. 25.—New or expanding companies get a break under the new Federal tax bill.

Under the old levy, losses in one year were carried back two years or forward two years to offset profits in more profitable years and thus cut taxes. Under the new one the carry-back is limited to one year, but the carry-forward is increased to five years. This step is aimed at helping new companies or those expanding operations, since they usually suffer losses in the first year or two and can now use those losses for a longer time to cut taxes in later, more profitable years.

Favor Arbitration

(*Continued from page* 1)

a long way to brighten the dismal picture," Levy contends.

Levy reports that the TOA has been informed by spokesmen for distribution that, upon advice of counsel, some companies have decided to reject the TOA suggestion that distribution initiate the movement for an all-industry conference on arbitration. "There would appear to be, however, no lessening of enthusiasm for the plan if it were initiated by exhibitors, or others, and found to be satisfactory," according to Levy.

Levy will tell the meeting: "It appears that since the 1946 decision in U. S. vs. Paramount et al., complaints by exhibitors in the fields of clearance and of run are fewer. Some of the distributing companies, in many instances, have taken action in relieving situations that were untenable for years, without demand by exhibitors. However, new types of grievances have developed, principally by virtue of the new methods of negotiating licenses for pictures, particularly when competitive bidding is employed. The numbers of arbitrable matters today are greater than ever before."

New U. K. Quota

(*Continued from page* 1)

to Sept. 9 another 33 registrations were made. There are 10 first features completed but as yet unshown, with 15 others in production. That is regarded as barely sufficient to meet the new quota.

However, the new convertibility agreement with the American industry also is scheduled to become effective next Sunday and its bonus provisions are expected to encourage some American production or production investments here, which may change the quota picture slightly. However, even J. Arthur Rank reported some of his theatres are unable to meet the expiring 40 per cent quota, leading to the belief that there will be abundant defaults among independent exhibitors.

FOR QUALITY OF WORKMANSHIP
Look For This Label
PHOTOGRAPHED BY MEMBERS OF LOCAL 644
I.A.T.S.E. 644

Danish Receipts Up, Despite 60% Tax

Copenhagen, Sept. 20 (By Airmail)—The first half of 1950 has shown a steady gain at the box-office, but the prevailing 60 per cent admission tax still poses a thorny problem for the trade. However, there has been an allowance of 25 per cent for showing Danish product and this has encouraged producers here. During 1949 they released 10 pictures.

SIMPP Hits

(*Continued from page* 1)

area of local monopolies that have got to be pulverized."

The Society has seen evidences where consent decrees "have compounded confusion, and we find a number of closed situations," the SIMPP chief executive said.

Meanwhile, Arnall said, the SIMPP "is going to assiduously press its Detroit litigation." This is the anti-trust suit brought by SIMPP against United Detroit Theatres in Detroit Federal Court. To date it has been marked by a number of pre-trial examinations, but has not come up for formal hearing.

Arnall said he conferred during his Coast visit with producers' attorneys about the case. Robert J. Rubin, former SIMPP counsel, who has been handling the litigation, still is on the Coast discussing the action with the SIMPP producers. Rubin's future status with SIMPP in this connection is undecided, but it is possible that he will be retained by the organization as special counsel.

While on the Coast, Arnall found independent production and independent producer prospects "on the upbeat."

The SIMPP president will remain in New York until he "catches up" on work that he accumulated here in his absence. He, Samuel Goldwyn, and Productions president James Mulvey are working with the Motion Picture Association of America on perfecting the ratified Anglo-American remittance agreement. Arnall "expects" that the pact will be put in force on Oct. 1, as planned. He said that "we may not have the final documents here at that time," but it will be effective on Oct. 1, with British Board of Trade president Harold Wilson or another member of the BOT coming here later to formally sign the documents.

Meanwhile, SIMPP has the German situation to concern itself with. The German motion picture interests, Arnall said, want to do business with the American industry as a unit, and now it is apparently up to the Americans to agree among themselves as to what shall constitute a unit.

Arnall, SIMPP Meet

(*Continued from page* 1)

terday from Atlanta where he spent a week following conferences on the Coast with SIMPP members.

Scheduled to attend Thursday's luncheon-meeting are: Mulvey, Neil Agnew, George J. Schaefer, Edward A. Golden, William Levy, Leonard Case, Edward Peskay, Seymour Poe, Harry Kosner, Arthur Saxon, Budd Rogers, Sidney Deneau, Tom Walker, and others.

Richey Hits Complacency

(*Continued from page* 1)

ing the public how good movies really are for almost 10 years," Richey said. To demonstrate his point, Richey reviewed the early days of the industry and recalled the enthusiasm and showmanship of early exhibitors. The easy days of the wartime grosses paved the way to a complacency, he said, which, when box-office declined, caused a reaction of internal strife and public bickering among all parts of the industry which actually encouraged filmgoers to stay away from theatres."

"COMPO was born out of the dire need for better public relations," Richey said, " . . . public relations so bad that it drove the entire industry together in desperation."

Fortunately, business is picking up and "shows every indication of returning to normal," Richey said, but added that he fears a return to complacency along with better business. He warned the Michigan exhibitors that they must be out day and night shouting "Pictures are better than ever, let's go tonight."

On taxation, Richey pointed out that the COMPO campaign against the Federal excise tax, though tremendously successful, revealed that too many exhibitors did not know their Congressmen, Senators and political leaders. He urged exhibitors to be "armed with the friendship of his councilman, mayor and city officials to protect himself from efforts to saddle him with local or state taxes."

"An adverse taxation bill in any Michigan city," Richey said, "jeopardizes every other theatre in the state. Only by having your state thoroughly organized with data, arguments, pressure and 'minute men' to rally to the affected area can you hope to keep away from unfair taxation or unfair legislation."

Rembusch Supports COMPO Strongly

DETROIT, Sept. 25.—Strong support for the Council of Motion Picture Organizations came today from Trueman T. Rembusch, president of Allied States Association, in an address before the 31st annual convention of the Allied Theatres of Michigan, attended by about 125 persons.

In discussing Allied work, Rembusch described it as a leader in the fight to repeal the 20 per cent admission tax. "Allied achieved something in the fight for repeal of the 20 per cent Federal admission tax even though the fight was dropped because of the Korean war," Rembusch said.

Louis Perine, moderator at the convention, talked on construction of drive-ins, maintenance and operating policies. He warned that the industry should be careful about building drive-ins in sections where the population is small.

A cabaret party was held in the Elmwood Hotel in Windsor.

Lippert Joins Lippert

HOLLYWOOD, Sept. 25.—Robert L. Lippert, Jr., has joined Lippert Productions as an associate to executive producer Murray Lerner.

Top Canadian To Speak

TORONTO, Sept. 25.—President J. J. Fitzgibbons of Famous Players Canadian Corp. will be the guest of honor and speaker at the annual meeting of the Maritime Motion Picture Exhibitors Association which is being held on Wednesday in the Fort Cumberland Hotel, Amherst, N. S.

Fitzgibbons is the president of the Motion Picture Industry Council of Canada, while the president of the Maritime exhibitor organization is Arch J. Mason of Spring Hill, N. S., chairman of the Motion Picture Exhibitors' Associations of Canada.

Meanwhile, leading film executives of Toronto have been invited to attend the annual meeting at Montreal of the Quebec Allied Theatrical Industries which is scheduled for Nov. 7, one week after the Toronto convention of the Motion Picture Theatres Association of Ontario.

Henshaw to Address Ampa Meet Thursday

Associated Motion Picture Advertisers' first luncheon-meeting since Harry McWilliams assumed the presidency will be held Thursday at the Picadilly Hotel here. On the agenda is a talk by Don Henshaw of Toronto, and an exhibit of motion picture advertising of the past 50 years.

Gordon White, a former Ampa president and an executive of the Motion Picture Association of America, is program chairman.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 61 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 27, 1950 TEN CENTS

$979,171 Net For Universal In 39 Weeks

Compares with a Loss Of $775,018 Last Year

Universal Pictures Co., Inc., yesterday reported a consolidated net profit of $979,171 for the 39 weeks ended July 29, 1950. This compares with a loss of $775,018 for the corresponding 39 weeks of the previous fiscal year.

No provision for Federal income tax was required for the 39 weeks ended last July, because of an offset against current income for tax purposes, of interest paid and other charges incurred in connection with the determination during the current fiscal year of the company's claim for relief under the pertinent provisions of the Excess Profits Tax Law in effect during World War II.

The company recently refinanced

(Continued on page 4)

British Financing Agency Is Cutting Down Film Loans

LONDON, Sept. 26.—The government's Film Finance Corp. in the future will sponsor fewer productions, James H. Lawrie, managing director, told a press conference here today. The new policy is likely to result in further unemployment in British studios, already seriously affected.

Since July, the FFC has made loans in connection with nine pictures, with the corporation gradually becoming more selective regarding projects, quality and producers' records. Some projects which six months ago would have been likely to receive loans, "cannot expect aid now," he said.

(Continued on page 5)

McCarthy and Canty Confer on UK Pact

John G. McCarthy, Motion Picture Association of America foreign department chief stationed in New York, conferred by trans-Atlantic telephone yesterday with MPAA's George Canty in London on a British interpretation of an aspect of the Anglo-American remittance agreement formula, McCarthy said yesterday. He

(Continued on page 5)

National Contest to Name New Stars Up to COMPO

Brandt-RKO Talks Are Continuing

Hollywood, Sept. 26.—Negotiations for the acquisition of Howard Hughes stock in RKO Theatres by the Harry Brandt-Trans Lux group are continuing here, with indications following a meeting last night that they will not be concluded before the end of the week.

Sam Dembow, Jr., representing Brandt, is conducting the negotiations directly with Hughes at this juncture.

The executive committee of the Council of Motion Picture Organizations will consider at its next meeting the advisability of COMPO sponsoring the "Star Makers Contest," which was originally proposed by Leonard Goldenson, United Paramount Theatres president, as an institutional industry activity.

The proposal will be presented by Ned E. Depinet, COMPO president, and Arthur L. Mayer, executive vice-president, without personal indorsements but as meriting the serious consideration of the executive group. No date has been set yet for the COMPO meeting but there is a possibility it may be held around the middle of Oct.

(Continued on page 4)

Halpern Predicts TV In 10,000 Theatres

KANSAS CITY, Sept. 26.—Predicting that "eventually some 10,000 theatres or more across the country will have TV equipment, making 'live' theatre television the handmaiden of motion picture film attractions," Nathan Halpern, Theatre Owners of America television consultant, reported today to the Kansas-Missouri Theatre Association convention on the progress of theatre television.

"There will be at least 16 theatre TV operations scheduled this fall, compared with two permanent installations at the same time a year ago," Halpern said. "There will be 12 areas with theatre TV shortly as compared with only two last fall."

Referring to the telecasting of Notre Dame and the Army-Navy football

(Continued on page 4)

Myers Praises New Home Office View

DETROIT, Sept. 26.—The attitude of film home offices toward exhibitors was described today as distinctly friendlier by Abram F. Myers, chairman and general counsel of the Allied States Association of Motion Picture Exhibitors in an address before the final session of the Allied Theatres of Michigan convention, held at the Book-Cadillac Hotel here.

This attitude, said Myers, has been highlighted during the past year by the joint efforts of producers and exhibitors to sell the industry as a whole to the patron.

During the closed business session of the two-day convention, the constitution and by-lays of the organization were discussed and the election of officers was held. The officers remain

(Continued on page 4)

Columbia's Net for Year Estimated at $1,981,000

Net profit of Columbia Pictures for the year ended June 30, 1950, was $1,981,000, according to an estimated consolidated earnings statement released here yesterday by the company. The figure compares with $1,007,000 for the same period in the previous year.

Earnings per share of common stock was $2.58, compared with $1.08 in 1949. Operating profit was $3,451,000, against $1,507,000 for the year before.

This year's provision for Federal taxes was $1,470,000, compared with $500,000 in 1949.

Montague to Open Sales Meeting Today

A. Montague, Columbia general sales manager, will preside at the opening session today of a three-day sales meeting for division managers and top home office sales department personnel. The meeting, to be held at the Hotel Warwick here, will discuss sales plans.

Depinet Names Group to Aid US Defense

Unit Will Plan Details Of Industry Cooperation

Creation of an Exhibitors Committee for Participation in the Government Defense Program was announced here yesterday by Ned E. Depinet, president of the Council of Motion Picture Organizations.

Named to serve on the Exhibitors Committee are Wilbur Snaper, chairman, and Harry Brandt, Walter Brecher, H. V. (Rotus) Harvey and Gael Sullivan.

Chief function of the Committee will to work up details of a plan of cooperation with the U. S. government on matters involving theatrical participation during the present emergency.

The report will be submitted for ap-

(Continued on page 4)

21,189 Houses Book 20th Product for 'Andy Smith Week'

More theatres in the U. S. and Canada will show 20th Century-Fox pictures during "Andy Smith Week," Oct. 15-21, than in any single week in its 35 years of film distribution, it was announced here yesterday by Western sales manager Herman Wobber, division managers' "Andy Smith Week" committee head. He stated that reports from the 31 U. S. and six Canadian branch managers, checked as of Monday, indicated 21,189 theatres in the two countries will feature 20th-Fox product during that seven-day period.

Of the 21,189 theatres participating, 13,877 will during that week show

(Continued on page 5)

British Prices Up For Eady Tax Plan

LONDON, Sept. 26.—The one-penny increase in established seat prices called for by the Eady entertainment tax plan to help finance British production has been placed in effect without loss of attendance or other visible form of public protest.

The only inconvenience noted to date is the trouble visited upon box-

(Continued on page 5)

NEWS in Brief . . .

THE Capitol Theatre on Broadway here is now wholly owned by Loew's with the purchase recently by the company of the interests held by Messmore Kendall, and a Catholic Church organization and others who were willed shares by the late Major Edward Bowes, it was reported yesterday by a Loew's spokesman. Previously Loew's owned 50 per cent, while the other 50 per cent was divided among the sellers.

•

HOLLYWOOD, Sept. 26.—Luis Cesar Amdori, president of the Argentine Academy of Arts and Sciences will be the honor guest of the board of governors of the Hollywood Academy at a dinner at the Beverly Hills Hotel tomorrow evening. Studio department heads will also attend. Hollywood Academy president Charles Brackett will preside.

•

At least eight studios, including Columbia, M-G-M, Paramount, 20th Century-Fox, RKO, Republic, Warner, and Lippert, will have displays at the forthcoming Mid-Century Convention of the Theatre Owners of America, to be held in Houston, from Oct. 30 to Nov. 2.

•

LONDON, Sept. 26.—To date, 2,327 theatres have contracted to exhibit the 12 Hollywood-made industry shorts, which represents rentals of approximately $100,000 to help provide a treasury for the British industry's better business drive.

4-City Premiere for 'Rocky Mt.' Oct. 6

The four-theatre world premiere of Warner Brothers' "Rocky Mountain," will be held on Friday evening, Oct. 6 in Colorado Springs, as the feature event of a day of celebration throughout the Rocky Mountain area. Among Hollywood notables scheduled to be present in person for the premiere, slated for the Chief, Peak, Broadmoor and Eighth Street drive-in theatres, are Virginia Mayo, Michael O'Shea, Mr. and Mrs. Guinn (Big Boy) Williams and Dick Jones.

A "Rocky Moutain Queen" contest now current in leading Western cities will provide the motif for the premiere-day parade in Colorado Springs. The parade will be a prelude to a "chuck wagon luncheon."

Cinerama's First Will Not be From Wallis

Hal B. Wallis, president of Hal Wallis Productions, said yesterday that he will not produce the initial picture for Cinerama, which plans to use a three-dimensional production-projection process. Recently a Cinerama spokesman indicated that it was expected that Wallis would make the film. Paramount, which releases Wallis' pictures, made public the producer's statement.

Personal Mention

SOL A. SCHWARTZ, executive vice-president of RKO theatres, is en route here from the Coast.

•

MICHAEL CURTIZ, Warner producer, has been made an honorary faculty member of Bacone College, Muskogee, Okla., where the "Jim Thorps, All American" troupe had performed before the cameras.

•

JACK BRODER, Realart board chairman and president, and MRS. BRODER, have arrived here from the Coast. AL BRODER and SI LIPSON, board members, also arrived here from Detroit for company meetings.

•

SAM SHAIN, director of exhibitor relations for 20th Century-Fox, is attending the Kansas-Missouri Theatre Association convention in Kansas City.

•

REX CARLTON, president of Laurel Films, Inc., is scheduled to leave here for Hollywood on Monday.

•

F. J. A. MCCARTHY, Southern and Canadian sales manager for Universal, has left here for New Orleans.

•

IRVING M. SOCHIN, sales head of U-I Special Films division, will be in Pittsburgh from here tomorrow.

•

LEON BRANDT, Eagle Lion Classics advertising-publicity head, has left for a two-week vacation in Minnesota.

BARNEY BALABAN, Paramount president, has left the Coast for New York.

•

ROBERT L. WELDEN and MRS. WELDEN are parents of a son born at Le Roy Sanitarium in Larchmont, N. Y., on Monday. MRS. WELDEN is the former CAROL N. STARR, daughter of HERMAN STARR, vice-president of Warner Bros.

•

MURRAY SILVERSTONE, president of 20th Century-Fox International and Inter-America Corp., will leave here for two-months abroad at the weekend.

•

BERNARD G. KRANZE, Eagle Lion Classics general sales manager, has left here for a two-week business and pleasure trip to South America.

•

DR. RUDOLPH GOLDSCHMIDT, general manager of Republic International in Germany, is in New York for home office conferences.

•

LOU J. KAUFMAN, Warner Theatres executive, is in Cleveland today and will return to New York at the end of the week.

•

EMERSON YORKE, New York producer, left here yesterday for Houston.

•

ARCHIE T. MULL, booker at M-G-M's Atlanta branch, is the first employee there to be drafted.

Press Premiere Oct. 10 For U-I's 'Harvey'

To help launch the international promotional campaign for Universal-International's, "Harvey," an invitational premiere will be held at New York's Park Avenue Theatre on Tuesday evening, Oct. 10, for the press and for stage and screen personalities.

A simultaneous showing will be held on the West Coast, in Hollywood's Carthay Circle Theatre for executives and newsmen.

U-I's 'Harvey' Set For Astor Run Here

Universal has concluded a deal with the Astor Theatre here to play its "Harvey," starring James Stewart, starting early in January, W. A. Scully, sales vice-president, and Maurice Maurer, managing director of the Astor, announced jointly yesterday.

'Scully' Campaign To Begin Sunday

The sales competition for the "Bill Scully Trophy," established by Universal-Pictures in honor of its vice-president and general sales manager, will get underway Sunday and continue for four weeks.

The Universal branch office rolling up the largest amount of sales and playdates over its quota will become the first holder of the trophy. In addition, the branch manager, each salesman and each booker in the winning exchange will receive a watch.

40 Years on the Job, Miss Pugh Retires

A reception was held here yesterday at the Warwick Hotel for Ethel M. C. Pugh, given by RKO on her retirement after forty years of service with the present company and its predecessors. Ned E. Depinet, president of RKO; Sol A. Schwartz, executive vice-president of RKO Theatres, and 50 associates were on hand. Miss Pugh had more years of service than any other employee. She started on Aug. 18, 1911 as secretary to Maurice Goodman, general counsel, and later became office manager of the legal department in charge of all files. Miss Pugh will make her home in Lake Worth, Florida.

Also present at the reception were: Mrs. T. D. Wheaton, sister of Miss Pugh, Robert Mochrie, Phil Reisman, J. Miller Walker, William H. Clark, Thomas F. O'Connor, Garrett Van Wagner, Edward J. Smith, Alex Reoch, Harold E. Newcomb, L. E. Thompson, Milton Maier, William Zimmerman, Charles B. McDonald, Daniel J. Loventhal, Senator Walters, and others.

'Mines' to Music Hall

M-G-M's "King Solomon's Mines" has been set for release Nov. 24, the company reported yesterday. Picture has been booked into the Radio City Music Hall following "The Minniver Story" which will be preceded by "The Glass Menagerie." The latter picture has been scheduled to replace "Sunset Boulevard," tomorrow.

Newsreel Parade

THE Nobel Prize award to Dr. Bunche and the fighting in Korea highlight current newsreels. Other items include the funeral of Jan Christian Smuts, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 78—UN forces closing gap in Korea. Juliana opens Parliament. Greek Cross ceremony. Canada's first drive-in bank. Dr. Bunche wins Nobel Peace Prize. International Tuna contest. Escape artists.

NEWS OF THE DAY, No. 20— UN forces rout Reds. Dr. Bunche wins Nobel Prize. Daredevils perform in circus. Sweater Queen. News from the sport world: football.

PARAMOUNT NEWS, No. 11 — King football takes over. People in the global spotlight: Dr. Bunche, General Omar Bradley, James Forrestal, Jan Smuts. Fashion news. Capture of Seoul.

TELENEWS DIGEST, No. 39-A—Offensive in Korea. Comments on the East-West struggle. Holy Year pilgrimage. Art hoax. U. S. jets practice refueling. New York Yankees near pennant.

UNIVERSAL NEWS, No. 39—Offensive in Korea. World mourns Jan Christian Smuts. Dr. Bunche wins Nobel Prize. New inventions. News from the football world.

WARNER PATHE NEWS, No. 117—Fighting in Korea. War games in Germany. People in the news: Dr. Bunche, General Bradley. Girl trap-shooter. "Three Secrets" premiere. Sport news: football.

Keough, Phillips to Address Para. Meet

Austin Keough, vice-president and general counsel for Paramount Pictures, and Louis D. Phillips, assistant general counsel, have been invited to address the company's division managers meeting here tomorrow and Friday. A. W. Schwalberg, president of Paramount Film Distributing Corp., will preside at the sessions.

Other speakers will include: Barney Balaban, Paramount Pictures president; Adolph Zukor, chairman of the board; Y. Frank Freeman, vice-president in charge of studio operations; Paul Raibourn, vice-president in charge of budget and planning; Max E. Youngstein, vice-president in charge of advertising and publicity, and Oscar A. Morgan, general sales manager of short subjects and Paramount News. E. K. (Ted) O'Shea, vice-president of the distributing corporation, will assist Schwalberg in running the meeting.

Support 'Mr. 880' to Hit Counterfeiting

Support for the plan to use "Mister 880" as the vehicle for a nationwide campaign against counterfeiting was pledged last night by top officials of Federal Reserve Banks in the East and financial writers of New York newspapers after viewing a screening of the film at 20th Century-Fox's home office.

Backing by the group is expected to gain considerable added publicity for the campaign and result in numerous promotions through the nation's banking institutions. Specifically, plans are already under discussion for display material for banks, promotions through school savings programs, and radio publicity.

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"ANNIE GET YOUR GUN"
(Technicolor)

"DUCHESS OF IDAHO"
(Technicolor)

"THREE LITTLE WORDS"
(Technicolor)

"SUMMER STOCK"
(Technicolor)

LOVE NOTES FROM A NOTED SHOWMAN!

"I'm glad that M-G-M makes the musicals. Today with so much grief, the patron tries to escape from the world for a few hours. They thank us for it when they leave the theatre. It's a wonderful thing to be able to bring happiness into people's lives."

SI FABIAN—FABIAN THEATRES

"TWO WEEKS WITH LOVE"
(Technicolor)

"TOAST OF NEW ORLEANS"
(Technicolor)

"PAGAN LOVE SONG"
(Technicolor)

First Up-state N. Y. Theatre TV Sat.

Albany, N. Y., Sept. 26.—Fabin's Palace is scheduled to present its first full-screen television performance on Saturday afternoon, presenting the Notre Dame-North Carolina University football game.

The Palace will be the first Up-state New York theatre to show wide-screen television.

Jaeger New NTFC Head; Voting Today

Andrew Jaeger, film director for DuMont's TV station WABD, is scheduled to be elected president of the National Television Film Council at the organization's regular fall luncheon and forum at the Warwick Hotel here today. Jaeger is unopposed and will succeed Melvin L. Gold, National Screen Service advertising director and NTFC president for two terms.

Sealed ballots for the election of other officers will be tallied at the luncheon.

'Vatican' Viewed

Representatives of leading Roman Catholic organizations of this city were guests of Columbia yesterday at a special screening of "The Vatican" in the company's home office. The Technicolor production will have its world premiere Oct. 4.

Star Contest Up to COMPO

(*Continued from page* 1)

The Star Makers Contest already has been discussed by Goldenson with representatives of all branches of the industry, the majority of whom were of the opinion that it would make an ideal project for COMPO because of its industry-wide implications and benefits. Its magnitude, however, raises the question of whether it might not require additional financing for COMPO, should the organization take it over.

The contest would be conducted in theatres on a nationwide basis with the object of developing new screen personalities and, at the same time, stimulating theatre attendance. A total of 30 new personalities, nominated by studios on the basis of three from each of the eight major companies and six from independent studios, will be shown in a series of six 10-minute shorts. Each subject will consist of five new-star nominees in screen tests averaging one and one-half minutes each. The shorts will be released weekly over a six-weeks period, it was announced.

Participating theatres will distribute ballots and patrons will vote for their favored personality in each of the six shorts. The six personalities thus chosen after a national tabulation of ballots will be featured in a single subject for the final national balloting. The entire contest would be scheduled to be completed within three months.

A special award would go to each of the six finalists, with the presentations to be made at public ceremonies similar to the annual Academy Awards program. Attendant advertising, publicity and promotion activities would be carried on in the grand manner. The contest could be made an annual affair.

Participating theatres would agree to play one short a week for six consecutive weeks and to carry on the necessary balloting, advertising and exploitation.

The contest itself is designed to have the practical result of encouraging and advancing new talent for the screen, as well as to reawaken public enthusiasm and stimulate theatre attendance.

Charles Schnee, Film Writer, in New York

Charles Schnee, screen author of Paramount's "The Furies" and M-G-M's "The Next Voice You Hear . . .," is in New York from the Coast for a two-week visit for business conferences.

'American Guerrilla' Premiere Here Nov. 7

"American Guerrilla in the Philippines," Technicolor war film which 20th Century-Fox made on location in the Pacific Islands, with a cast headed by Tyrone Power and Micheline Prelle, will have its world premiere at the Astor Theatre here on Nov. 7.

Said to be the first Hollywood production to make use of an actual battle site of World War II, "American Guerrilla" was directed by Fritz Lang and produced by Lamar Trotti. The scenario, by Trotti, was based on war correspondent Ira Wolfert's Book-of-the-Month selection.

Depinet Names

(*Continued from page* 1)

proval to COMPO's executive board at an early date simultaneously with a plan already prepared by the Motion Picture Industry Council covering cooperation with the government in the production of Armed Forces and information films.

Depinet also announced that Marvin L. Faris has been designated by the SIMPP to succeed Robert J. Rubin as one of that organization's two representatives on COMPO's executive board.

Halpern Predicts

(*Continued from page* 1)

games planned by Fabian Theatres, and to the theatre TV contract for the "Big 10" games, Halpern pointed out that these exhibitions will provide valuable experience for theatre television. He cautioned that "no one event or series of events at this time will produce conclusive and final data on theatre television. It will take much additional experience in many theatres in more areas throughout the country to establish the pattern of television in theatres."

"Theatre television has a profitable future for theatres and all segments of the motion picture industry, but it remains to be seen how fully and quickly this potential will be realized."

Columbia to Start Eight

Columbia has scheduled eight features and a 15-chapter serial for production starts during October, beginning with "Dick Turpin's Ride." This Louis Hayward starrer will go before the cameras on Oct. 2. Ralph Murphy will direct, with Harry Joe Brown producing. "Two of a Kind," to be produced by William Dozier, directed by Henry Levin, will get under way on the following day.

The John Derek starrer, "Mask of the Avenger," will also start on Oct. 3, with Hunt Stromberg producing, in Technicolor. Producer Sam Katzman will launch "Hurricane Island," Jon Hall vehicle in Cinecolor, on Oct. 10, and on that same date Milton Feldman will place "My True Story" in work.

"Snake River Desperadoes," Western starring Charles Starrett and Smiley Burnette, will begin on Oct. 17, with Colbert Clark producing. On Oct. 23, producer Robert Cohn and director Earl McEvoy will start "The Barefoot Mailman," and the following day producer Jules Schermer will launch the picturization of the Samuel Fuller novel, "The Dark Page." "The Mysterious Island," serialized film version of Jules Verne's tale, has been scheduled by Sam Katzman for an Oct. 26 start.

Top Artists Hired For U-I's 'Harvey'

Eight leading West Coast art directors and designers have been engaged by Universal-International to create original advertising designs for U-I's film, "Harvey."

With each working independently but under the general supervision of Mischa Kallis, U-I's advertising art director, 116 separate ads already have been completed. Kallis also contributed to the campaign.

$979,171 'U' Net

(*Continued from page* 1)

its bank loans by consummating a new bank credit agreement providing for periodic principal payments with a final maturity date of June 1, 1954. It provides for a maximum credit of $7,900,000, of which there is a revolving portion secured by the pledge of some of the company's pictures. This new credit agreement replaces a bank loan which had a final maturity of May 1, 1952. Since the commencement of the current fiscal year, the company has reduced its bank borrowings from $7,500,000 to $5,504,000.

Myers Praises

(*Continued from page* 1)

the same, except for four new board of directors, one of whom is Mrs. Dolores Cassidy, of Midland, Mich. She became the organization's first woman on the board of directors.

The business sessions were enlivened by a cabaret party at the Elmwood Hotel, in Windsor, Ont., and the Detroit Tigers-St. Louis baseball game.

The ladies were entertained at a special luncheon at Devon Gables. The climax was the annual convention ball at the Hotel Tuller. George Murphy, M-G-M star and president of the Screen Actors Guild, was the honored guest.

Associated Motion Picture Advertisers Inc.

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1950-51 Season!

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starring

DON HENSHAW, Senior Executive, MacLaren Advertising Co., Ltd., Toronto, Canada

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(An exhibit that must not be missed by anyone interested in advertising, publicity)

Chairman

GORDON WHITE

Motion Picture Association of America

12:30 Promptly (and we do mean promptly please!)

GEORGIAN ROOM - HOTEL PICCADILLY

THURSDAY, SEPT. 28th

$2.50 including gratuities.

UK Financing

(*Continued from page* 1)

The corporation also is refusing now to advance that part of picture financing covered by distributors' guarantees, which means that the FFC cannot expect to keep employment at the same level attained in recent months. An upsurge in employment occurred during July and August but unemployment since has increased and this tren 68. w seems likely to continue, Lawr— indicated.

Lawrie said the change in FFC policy was necessitated by the fact that the £1,000,000 ($2,800,000) additional recently granted the corporation by the government is inadequate in relation to demands and, secondly, the reduced quota, effective next Sunday, means that unless circuits are willing to show more British pictures than the minimum 30 per cent, "the corporation will find difficulty in financing projects without a virtual guarantee of a circuit release."

Lawrie declined to discuss the outstanding balance or other details of the FFC's £3,000,000 advance to British Lion Films but admitted that a refinancing of British Lion in due course is involved. He admitted also that he is endeavoring to devise a form of group production but declined to divulge details.

McCarthy and Canty

(*Continued from page* 1)

added that he and Canty, who is representing the MPAA in London during the current U. S. visit of chief representative Fayette W. Allport, will confer by telephone again tomorrow on another pact detail that has to be ironed out.

These conferences are understood to center around the phraseology of an explanatory preamble to the pact.

It is expected that when the point has been clarified to the satisfaction of both the British and Americans the agreement will be ready for formal signing. It is scheduled to become effective next Sunday, regardless.

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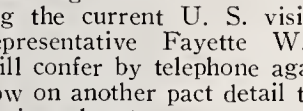

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Reviews

"Between Midnight and Dawn"

(*Columbia*)

THE STORY of two metropolitan policemen on their routine rounds of duty, has been shaped into a nicely-paced melodrama in "Between Midnight and Dawn." Made unpretentiously, but competently, the picture aims at general appeal and as such makes an inviting entertainment package. Mark Stevens and Edmond O'Brien head the cast as the cops, with Gale Storm providing the feminine lead.

The chief nemisis of the two officers is a hot-tempered gangster, Donald Burka, who rules a little underworld empire through the weapons of intimidation and murder. The cops keep a close eye on Buka and their opportunity to nab him comes when he murders a rival gangster. A violent chase ensues before the cops get their man. There follows a court trial and a sentence of death, whereupon Buka vows vengeance on the two cops.

In the meantime Miss Storm has just about fallen in love with both cops. She, however, chooses Stevens for marriage. As the date of the marriage nears, Buka makes a prison break and successfully carries out his threat by killing Stevens. O'Brien dedicates himself to retribution. The story by Gerald Drayson Adams and Leo Katcher builds up considerable tension as the hunt for Buka goes on relentlessly. In a melodramatically exciting ending O'Brien finally corners his elusive prey. There remains only a pleasant romantic knot to be tied with Miss Storm. Gordon Douglas directed, from the screenplay by Eugene Ling. Hunt Stromberg produced.

Running time, 89 minutes. General audience classification. For October release.

MANDEL HERBSTMAN

"Sunset in the West"

(*Republic*)

IN an entertaining up-to-the-mark Western in Trucolor, Roy Rogers gives his usual smooth performance and sings his quota of tuneful songs, accompanied by Foy Willing and the Riders of the Purple Sage. Despite the somewhat trite dialogue, associate producer Edward White and director William Witney have turned out a compact, action-full film from Gerald Geraghty's original story.

Rogers successfully eliminates a gang of gun smugglers who engineer some daring train hijacking and put a sheriff to rout. Before he can accomplish this, however, he narrowly escapes death a number of times and engages in a couple of catch-as-catch-can brawls with evil doers. Working with few clues, Roy manages to wrap up the case and save the government the expense of imprisoning the villains. Estelita Rodriguez and Penny Edwards are pleasing to the eye and more than acceptable actresses. Pierre Watkin, the villiain, and Will Wright, the sheriff, are old hands at portraying formula characters capably. Gordon Jones, as Roy's partner, strains a bit but does provide some comedy relief.

Runing time, 67 minutes. General audience classification. Release date, Sept. 25.

'Smith' Dates

(*Continued from page* 1)

some unit of the company's films during each of the seven days, Wobber said.

Spearheading the testimonial to the company's distribution vice-president will be a day-and-date first-showing of "Two Flags West" in 317 keys in the Atlanta, Dallas, Charlotte, Memphis, New Orleans and Oklahoma City territories. Also, 4,588 other theatres in the South will participate showing other company films.

Throughout the rest of the country, insofar as first-runs are concerned, "Mister 880" will spearhead the week's celebration in 348 key cities and towns.

"Outside" national circuits that have booked 20th-Fox product during Smith Week include RKO, Warner, Loew's, all of the former Publix affiliates, Canadian Famous Players and the Allen Circuit. Other leading circuits plan to participate, Wobber said.

New York Theatre Owners To Honor Smith on Oct. 11

Theatre owners of the New York Metropolitan area have formed a special committee to make arrangements to honor Andy W. Smith, Jr., 20th Century-Fox distribution vice-president, at a testimonial luncheon on Oct. 11 at the Hotel Astor here.

The testimonial will be in commemoration of Smith's 35th anniversary in the industry. Twentieth-Fox has designated the week of Oct. 15-21 as "Andy Smith Week" in celebration of the anniversary. The theatre owners described the planned testimonial as "a spontaneous demonstration of affection and esteem."

The committee includes Harry Brandt, chairman, Leo Brecher, Si H. Fabian, Maury Miller and Wilbur Snaper.

Multiple Ads Spur 'Mr. 880' Campaign

The first of a series of multiple ads have broken in the five top-circulated magazines on 20th Century-Fox's "Mr. 880," scheduled for release in October. The film will have its world premiere at New York's Roxy on Friday.

Ads have been placed in *Time, Life, Newsweek, Saturday Evening Post,* and *Colliers* on a double and triple insertion basis.

New England Debut For RKO 'Outrage'

RKO Radio's "Outrage" will be given a premiere in some 15 theatres in New England, including Keith's Memorial at Boston, today.

Besides Boston, it will also open in Lowell, Providence, Portland, Springfield, Worcester, New Bedford, Fall River, Newport, Pittsfield, Nassau and Manchester.

Only Slight Increase In Canadian Levy

Ottawa, Sept. 26. — With only a five per cent increase in corporation taxes announced by the Canadian government, it is not expected that Canadian theatre and other companies will be hard hit by taxes in face of the government's huge increase in defense spending this year, although earlier it had been feared that much higher taxes, including the excess profits tax, would be imposed on theatre enterprises.

Arnold L. Pipper, 56

Services for Arnold L. Pipper, 56, director of manufacturing for M-G-M Records, Loew's subsidiary, will be held this afternoon at the Colonial Home, East Orange, N. J. Pipper, a resident of Orange, died here on Monday at Memorial Hospital.

British Prices Up

(*Continued from page* 1)

office cashiers in having to make change in odd pennies. Even that has been overcome in many situations by exhibitors who increased their prices three-pence per seat.

For BUSY INVESTORS

For expert assistance on your investments, use Bank of America INVESTMENT MANAGEMENT SERVICE ...It provides, among other services —

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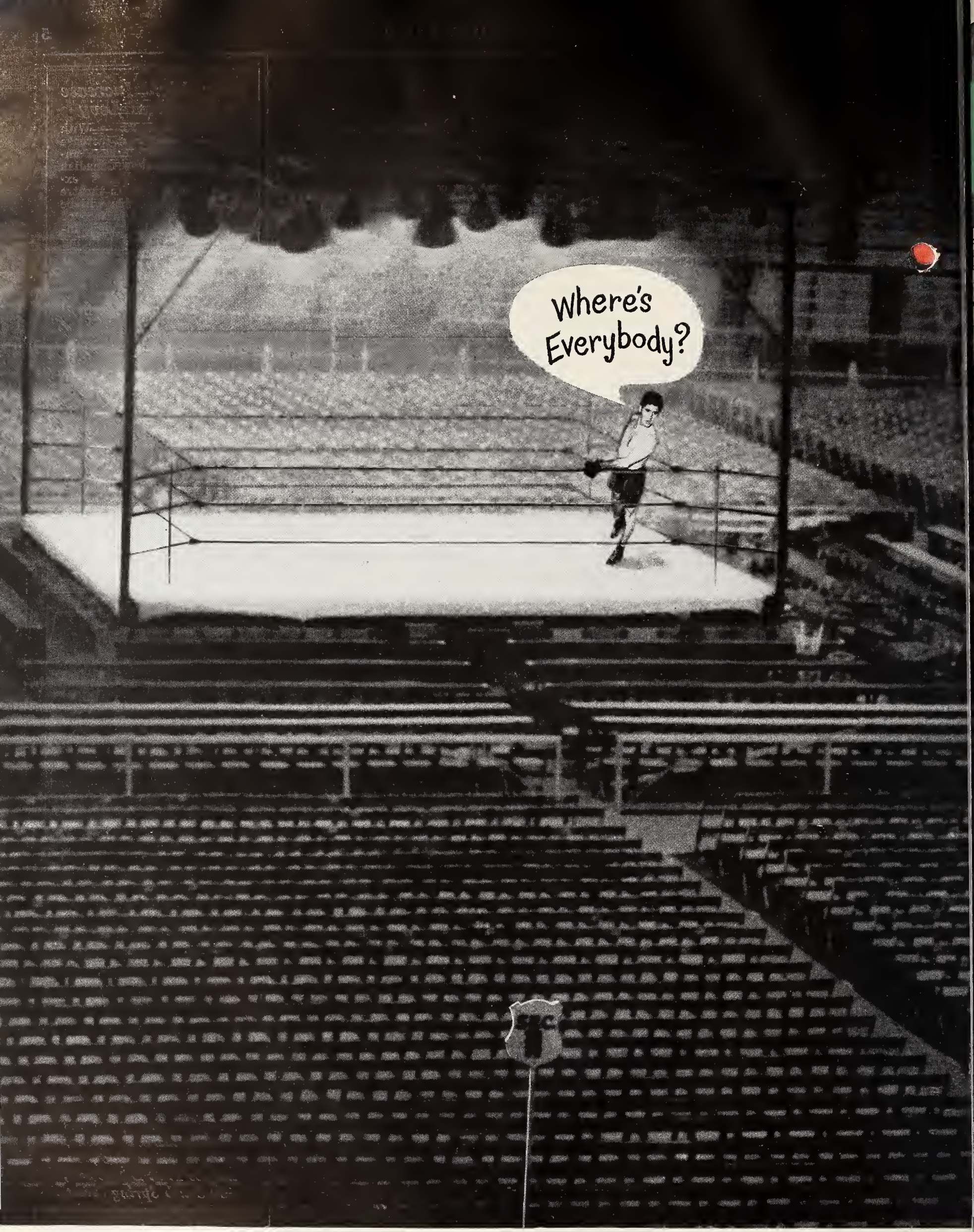

You oughta know, bub...They all went to see Warners' THREE SECRETS"

RRING
.EANOR PARKER · PATRICIA NEAL · RUTH ROMAN with FRANK LOVEJOY • LEIF ERICKSON written by MARTIN RACKIN and GINA KAUS Directed by ROBERT WISE · Produced by MILTON SPERLING A UNITED STATES PICTURES PROD. Distributed by WARNER BROS.

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VOL. 68. NO. 62 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 28, 1950 TEN CENTS

2,271 British Theatres Ask Quota Relief

Defaults Are 'Numerous', Prosecutions Started

LONDON, Sept. 27.—The Board of Trade reported today that 2,271 theatres have petitioned for relief from the new 30 per cent quota which will become effective on Sunday for the ensuing 12 months.

The Board has granted relief in varying degrees to 1,379 theatres and has granted complete exemption to 203 others. It rejected 689 applications for relief.

Last year, 2,707 theatres sought relief from the then 40 per cent quota, of which 1,498 received some concessions, 223 were exempted entirely and 980 applications were refused.

On the basis of the adjustments granted last year, the over-all quota average 33 per cent. On the same basis, the average for the coming year

(*Continued on page* 5)

Distribution Bonus Confirmed By BOT

LONDON, Sept. 27.—Clarifying recent misunderstandings here on interpretation of the new remittance agreement with the American industry, a Board of Trade spokesman today said American payments in dollars for Western Hemisphere distribution rights to British pictures will qualify for bonus conversions under the agreement.

The spokesman confirmed that the agreement will become operative on Sunday, as scheduled, even though the formal signing of the document

(*Continued on page* 5)

Special Drive-in Insurance for Rain

While insurance against rain may be secured for most outdoor events, a special rain insurance for drive-in theatres is now available, to be underwritten by the New York theatre brokerage and realty firm of Fass and Wolper.

Monroe Fass, head of the firm, said here yesterday there has been made available two types of rain insurance for drive-ins, one based on the maxi-

(*Continued on page* 4)

Claims Audience of 35-42-Million for '50 Series Telecasts

An audience of some 35-43 million persons will view the telecasts of the 1950 World Series ball games, according to J. R. Poppele, president of the Television Broadcasters Association.

Poppele bases his estimate on the fact that 85 per cent of the nation's 8½-million TV sets now in operation are serviced by the TV stations in 48 TV network markets which will carry the Series telecasts. The TBA president argues that an average of from five to six persons (sets in public places, store windows, etc., included) per TV set will be watching the Series—for a total viewing audience of from 35-to-42-million persons.

This figure compares to an esti-

(*Continued on page* 5)

Autry to Take TV Case to Pittsburgh

PITTSBURGH, Sept. 27.—Gene Autry, Western film star whose television film activities have elicited angry words from Allied States' leaders, will be a guest speaker at the annual Allied convention to be held here at the William Penn Hotel, Monday through Wednesday.

When Pete Wood, secretary of Ohio

(*Continued on page* 4)

N. J. Ticket Price Hikes Are Forecast

Wilbur Snaper, president of New Jersey Allied, said here yesterday that he "wouldn't be surprised" to see a more or less widespread increase in admission prices at New Jersey theatres in the near future.

At Tuesday's New Jersey Allied membership meeting in Newark considerable sentiment was expressed in favor of increasing admission prices to meet any losses the theatre has.

34,541 Short Film Bookings by Para.

Paramount had 34,541 short subjects and newsreels bookings throughout the U. S. during "Paramount Week," an all-time high, according to Oscar A. Morgan, short subject and Paramount News sales manager. This was more than 2,000 above the previous 1949 record, Morgan said, pointing out that the 1950 showing, made Sept. 3-9, was accomplished with 52 subjects, against the 64 released in the previous year.

Morgan said that the "Paramount Week" showing and current bookings reflect an increased demand for this type of product. He explained that the war in Korea has stimulated interest in newsreels.

UA Cut in $1-Million Award Is At Stake in Towne Action

CHICAGO, Sept. 27.—United Artists will receive a one-third share of the $1,295,000 damages awarded to the Towne Theatre, Milwaukee, in an anti-trust suit brought against other major distributors, if a contract in which UA received 200 shares in the Towne Theatre Corp. in return for supplying first-run product is upheld in Federal Court here.

Hearings on the motion made by Towne to invalidate the stock transaction on the grounds of alleged coercion and duress were continued here today, before Federal Judge William Campbell.

Tom McConnell, attorney for Towne, used the Paramount decree as a basis for his assertions that the stock sale was an anti-trust law violation. "When acquistions achieved are the fruits of monopolistic practice," McConnel charged, "they should be divested."

(*Continued on page* 5)

Broadcast Stations Sale Is Authorized

Washington, Sept. 27.—Two film industry firms were authorized today by the Federal Communications Commission to sell standard broadcasting stations owned by them.

Warner was given permission to sell its station KFWB at Los Angeles to KFWB Broadcasting Corp. for $350,000. The KFWB Corp. is owned 51 per cent by Harry Maizlish and 49 per cent by the Lansing Foundation, the FCC was told. William Goldman Theatres was authorized to sell its WDAS station in Philadelphia to Max M. Leon for $495,447.

Charge Flat Rentals Here Hit Profits

Companies' Asking Price Held to be 'Inequitable'

Without naming any companies, Wilbur Snaper, president of Allied of New Jersey, contended here yesterday that flat rental policies covering the New York Metropolitan area are not designed to allow classified theatres an equitable margin of profit.

A number of companies, he pointed out, have put certain low-earning, subsequent-run houses in the "flat-rental" classification in consequence of organized exhibitor appeals for the action, but, he added, the narrow margin between actual earnings of theatres and the "asking price" tends to nullify the attractiveness of flat rentals.

Snaper indicated that his views re-

(*Continued on page* 5)

Warner Spurs Coast Freedom Rally

HOLLYWOOD, Sept. 27.—Taking his text from the Bible and Liberty Bell, Harry M. Warner, president of Warner Bros. Pictures, yesterday told 3,000 studio employees in a Crusade for Freedom rally that aspirations to democracy have been the heart's desire of human beings since the earliest days of slavery.

The Bible text Warner quoted was, in part, "Grant us peace, Thy most precious gift; bless our country that it may ever be a stronghold of peace and its advocate."

(*Continued on page* 5)

Skouras in Plea for Support of the UJA

BOSTON, Sept. 27.—Urging the industry to support the United Jewish Appeal, Spyros P. Skouras, president of 20th Century-Fox, addressed a meeting of the UJA at the Hotel Statler here this evening.

Noting the number of film leaders in the audience, Skouras cited the industry as a medium of universal entertaiment and enlightenment, and therefore concerned with the signifi-

(*Continued on page* 4)

NEWS in Brief . . .

THE "Scheduled Performances" engagement of 20th Century-Fox's "All About Eve," opening Oct. 13 at New York's Roxy, has resulted in a near sell-out of loge seats for the first six days, it was announced by the company yesterday.

•

HOLLYWOOD, Sept. 27.—"Without freedom of communication, the world has little practical chance for peace," declared Charles Brackett, president of the Academy of Motion Picture Arts and Sciences, at a luncheon here today honoring Luis Cesar Amadori, president of the equivalent organization in Argentina.

•

Albany, Sept. 27.—No date for the postponed Rochester hearing on the state minimum wage issue covering the amusement and recreation industry has been set, according to information available at the Albany office of New York's Labor Department.

•

HOLLYWOOD, Sept. 27.—The new independent film company, Saturn Productions, announced its first picture will be "Port of Call," from an original by Will Gould. Alfred Green will direct. Dick Foran, Ella Raines and Peggy Cummings are cast in the leads. Jay Doten is president. As its second film, Saturn plans to produce "Lost Victory."

•

Hollywood, Sept. 27.—The motion picture industry will welcome the American Legion with a half-hour radio show over the NBC network on Oct. 9, entitled "Hollywood Salutes the American Legion," with Y. Frank Freeman voicing the official welcome during the program, which will feature top stars.

•

MEXICO CITY, Sept. 27.—Production of Mexican pictures has resumed in full at all studios here after a two-week suspension provoked by a wage ceiling dispute between Mexican producers and players. The dispute, centering about the producers' attempt to put a pay ceiling per picture for stars, which the players opposed, was settled with a pact signed before Alfonso Ruiz Cortines, Secretary of the Interior.

Mayer, Sullivan Open Questionnaire Talks

Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, and Gael Sullivan, executive director of the Theatre Owners of America, conferred here yesterday on COMPO's announced plan to send questionnaires to exhibitors as a means of securing information in connection with the all-industry organization's research activities. Following the meeting, Sullivan declined comment, but immediately prior to it he indicated that he stood in strong opposition to COMPO's asking questions that would tend to encroach on a theatre owner's business privacy.

Another meeting is expected.

Personal Mention

LEO SPITZ and ROBERT GOLDSTEIN of Universal-International, returned here yesterday on the *S.S. Queen Mary* from a European trip.

•

FRED M. PACKARD, Columbia producer, and his wife, the former SHELAGH RANK, will fly to London today for a two-week stay with her parents, the J. ARTHUR RANKS.

•

JACK WRATHER, independent producer, and his actres wife, BONITA GRANVILLE, have arrived here for a three-week visit.

•

EDWARD CHEYFITZ, special assistant to Motion Picture Association of America president ERIC JOHNSTON has left Washington for Hollywood.

•

WALTER E. BRANSON, RKO Radio Western division sales manager, has returned here from the Coast.

•

CHARLES BOASBERG, RKO Radio North-South division sales manager, has returned here from Jacksonville, Fla.

JULES LEVY, independent producer, left here last night for Toronto to discuss Canadian distribution of his new production, "Fabiola."

•

GEORGE D. BURROWS, Monogram-Allied Artists executive vice-president and treasurer, has returned to Hollywood from New York.

•

SAMUEL N. BURGER, sales manager of Loew's International, is on an around-the-world business trip.

•

H. M. RICHEY, head of M-G-M's exhibitor relations, flew to Kansas City yesterday for the Kansas-Missouri Theatre Owners convention.

•

WILLIAM B. ZOELLNER, head of M-G-M's reprints and short subject sales, is in Detroit until tomorrow when he leaves for Cleveland.

•

WILLIAM WANG, of M-G-M's home office publicity department, has adopted a six-pound baby girl, which has been named SUSAN MAE.

Adrian Scott, Last of 'The 10', Gets a Year

WASHINGTON, Sept. 27.—Former Hollywood producer Adrian Scott, last of the so-called "Unfriendly Ten" to be brought into Federal Court for sentencing, today was given one year in jail and a $1,000 fine for refusing to tell the House Un-American Activities Commitee in the fall of 1947 whether or not he was a Communist.

The other nine former Hollywood workers are already in jail, on sentences of six months to a year. They all also drew the $1,000 fine. Scott had not been sentenced because he has been in ill health and under a doctors' care.

Ohio Okays 'No Way' With Some Deletions

COLUMBUS, O., Sept. 27.—Revised print of 20th Century-Fox's "No Way Out," with the race-riot scenes substantially cut, was approved by the Ohio Board of Censors, said Dr. Clyde Hissong, state director of education and chief film censor.

Luncheon for Autry

Columbia cowboy star Gene Autry will be the luncheon guest today at the Hotel Warwick where the company's division managers are in a three-day meeting with home office executives. Autry is appearing currently in the rodeo at Madison Square Garden.

Services for Emmot

George W. (Doc) Emmot, partner of Lee Newbury of the Newbury Circuit in New Jersey, died yesterday in a hospital at Neptune, N. J., of a heart attack. Funeral services will be held tomorrow at his home, in Seagirt, N. J.

SAG Files Here to Arm for TVA Tilt

To arm itself in its current jurisdictional dispute with Television Authority, the Screen Actors Guild yesterday filed a petition with the National Labor Relations Board here for certification of its existing status as collecting bargaining representative for actors and extra players employed by 10 companies in New York with whom the SAG has had contracts for many years.

The Guild action here supplements similar action at Hollywood several months ago when SAG filed petitions asking NLRB elections to allow Hollywood actors the opportunity of confirming their choice of the Guild as their collective bargaining agent. SAG has negotiated contracts with more than 400 producers.

Buys Para. Theatre

NEW ORLEANS, Sept. 27.—Floyd Murphy, owner-distributor of Theatre Adveristing Co., has purchased the Strand Theatre, Vicksburg, Miss., from Paramount Gulf Theatres.

Danielson Again Heads KMTA

KANSAS CITY, Sept. 27.—Dale Danielson, of Kansas, was reelected president of the Kansas-Missouri Theatre Association, along with other officers, today at the final session of the organization's convention here.

The other officers are: C. E. (Doc) Cook, Maryville, Mo., vice-president; Leo Hayob, Marshall, Mo., secretary, and Red Meyn, Kansas City, Kansas, treasurer.

Missouri directors elected are: Elmer Bills, Salisbury; Glen Hall, Cassville; Virgil Harbison, Tarkio; Frank G. Weary, Richmond; George Summers, Unionville; and Jay Means, Kansas City.

Kansas directors elected are: R. R. Biechele, Kansas City; Don Burnett, Larned; Gordon Holiday, La Crosse; Jess Delong, Mankato; H. B. Doering, Garnett.

Circuit representatives on the board are: Stanley Durwood, Durwood; Senn Lawler, Fox Midwest; Elmer Rhoden, Jr., Commonwealth, and Ed Kidwell, Theatre Enterprises. Summers, Durwood and Doering are new directors.

Mayer, Henshaw AMPA Opening Meet

The season's first luncheon-meeting of the Associated Motion Picture Advertisers will be held here today in the Hotel Piccadilly. The theme of the meeting, the first under the presidency of Harry K. McWilliams, Columbia exploitation manager, will be: "Motion Pictures Are Better Than Ever—Let's Make Showmanship Better Than Ever." Gordon White of the Motion Picture Association of America, will be chairman.

Among the principal speakers will be Arthur Mayer, executive vice-president of COMPO, and Don Henshaw, executive of the McLaren Advertising Co., and representative of the MPAA in Canada on the Canadian Cooperative Project. Special attractions will include an appearance by Metropolitan Opera star Mona Paulee and an exhibit.

To Handle UN Films

CLEVELAND, Sept. 27.—Robert Snyder and E. J. Stutz, Realart franchise owners, will distribute a series of United Nations shorts and a group of Laurel and Hardy two-reel reissues in the Cleveland area.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

COLUMNIST EARL WILSON PICKS **JANE WYMAN** IN "THE GLASS MENAGERIE"

FOUR

COLUMNIST DOROTHY KILGALLEN PICKS **KIRK DOUGLAS** IN "THE GLASS MENAGERIE"

ACADEMY AWARD

COLUMNIST LOUIS SOBOL PICKS **GERTRUDE LAWRENCE** IN "THE GLASS MENAGERIE"

PREDICTIONS

PHOTOPLAY MAGAZINE PICKS **ARTHUR KENNEDY** IN "THE GLASS MENAGERIE"

WARNER BROS.' WORLD PREMIERE TODAY, RADIO CITY MUSIC HALL

PRODUCED BY JERRY WALD AND CHARLES K. FELDMAN DIRECTED BY IRVING RAPPER

Adapted for the Screen by TENNESSEE WILLIAMS and PETER BERNEIS
From the Original Stage Play by TENNESSEE WILLIAMS • As Presented on the Stage by Eddie Dowling and Louis J. Singer Original Music by Max Steiner

A CHARLES K. FELDMAN Group Production DISTRIBUTED BY WARNER BROS.

Universal Stock in New High for Year

Following Tuesday's consolidated net profit report of $979,171 for the 39 weeks ended July 29, compared with a loss of $775,018 for the corresponding 39 weeks in 1949, Universal Pictures common stock on the New York Stock Exchange yesterday reached a new high for 1950, closing at 12, an increase of a full point over the previous day's closing.

Revised 'Doom' in Strong Openings

Samuel Goldwyn's "Edge of Doom," which recently went back to the studio for several retakes following its recent premiere at the Astor Theatre here, showed considerable strength in two openings yesterday.

In New Orleans, at the RKO Orpheum, the new version did $3,200 for the day, marking the best business at that house in two years. In its Denver opening, at the RKO Orpheum, the picture did $2,300, said to be a healthy figure for the house.

Skouras' UJA Plea

(*Continued from page* 1)

cance of Israel in the world picture.

Skouras urged support for Israel as another barrier against dictators and despots. Comparing the war in Korea with the struggle of Israel, Skouras urged financial aid.

Review

"Dial 1119"

(*Metro-Goldwyn-Mayer*)

THE title of this unpretentious melodrama about a crazed youth who holds a small group of patrons at bay in a metropolitan drinking establishment is represented as the telephone number that one calls when the police are needed in an emergency. Marshall Thompson plays the mentally-deranged young man, and the unhappy people whom he threatens with his automatic include a feminine barfly, a broken-down newspaper reporter, the grill owner, a bartender and a pair of tentative lovers, portrayed in that order by Virginia Field, James Bell, William Conrad, Keefe Brasselle, Leon Ames and Andrea King. Also assigned a more or less significant role is television as represented by the tavern's set.

Director Gerald Mayer bore down hard to imbue the proceedings with suspense and terror, but was sold short by a script that is marked by superficiality. Performances sparkle at times, but for the most part are strained and unconvincing. The melodrama is good, however, when it is permitted to run high, as in the scene where Thompson shoots down in cold blood the police psychiatrist (Sam Levene) who braves his way into the police-surrounded tavern to talk the madman into surrendering, and in the final sequence where Thompson crumbles under withering machine-gun fire from a battery of officers.

When television cameras appear on the scene to record the happenings, the tavern's set serves to apprise the captor and captives of developments on the outside. A unique twist, the picture presents the faltering TV set and wrestling scenes in a manner not complimentary to the rival medium and calculated to draw snickers from audiences.

The picture was produced by Richard Goldstone. John Monks, Jr., wrote the screenplay, from a story by Hugh King and Don McGuire.

Running time, 75 minutes. Adult audience classification. For November release.

CHARLES L. FRANKE

Hasselo to UA

Norman Hasselo, of the United Artists home office accounting department, has been appointed personnel director, it was announced yesterday by Frank L. McNamee, UA president.

Hasselo has been associated with UA for 17 years, joining the company in 1933 as a member of the tabulating department.

Drive-in Insurance

(*Continued from page* 1)

mum gross for the evening it rains, the second based on 60 per cent coverage of the maximum expected. Both policies will cover at least three hours of rain, with a rainfall of from 1/20th to 1/10th of an inch, using the nearest U. S. Weather Bureau records.

US in Urgent Need Of Film Technicians

World events have caused an emergency need for film and studio personnel to fill Civil Service technical positions at the installation of the U. S. Army Signal Corps Photographic Center in Long Island City, N. Y., according to Capt. D. E. McCarthy, Infantry, Public Information Officer.

The Photographic Center, which produces training films for the Army, seeks experienced technicians in the following classifications: Film editors, film librarians, studio electricians, cameramen, laboratory technicians, scenic artists, scenario writers, film directors, animators, animation photographers, studio carpenters, grips, property men, recordists and mixers.

Autry to Pittsburgh

(*Continued from page* 1)

Allied, publicly protested the showing of Autry films on TV and suggested the possibility of motion picture theatre action against his films, the Columbia star replied in a letter that the video showings actually improved the box-office for his films in regular theatres.

Nevertheless, news that Autry will make a new series for TV, entitled "The Range Riders" and starring Jack O'Mahoney, caused Allied's national president, Trueman Rembusch, to issue a statement that the matter was likely to come up at the Allied convention. Apparently Autry is prepared to defend himself in person before the assembled delegates, expected to number 700.

Series Telecast

(*Continued from page* 1)

mated 17-20-million who viewed the 1949 Series over 54 TV stations in 29 U. S. cities. According to Poppele, the vast jump in this year's Series audience is due first to the rapid pace of TV set production and sales during 1950 and secondly, to the new TV network service being made available Sept. 30 to the following cities: Greensboro and Charlotte, N. C., Jacksonville, Atlanta, Birmingham, Indianapolis, Bloomington, Huntington, [illegible]sville, Nashville, Rock Island, [illegible]enport, Ames, Omaha, Kansas City and Minneapolis-St. Paul.

Other cities in which telecasts of the 1950 Series will be carried follow: Boston, Providence, New Haven, Schenectady, Philadelphia, Wilmington, Lancaster, Baltimore, Washington, Richmond, Pittsburgh, Cleveland, Dayton, Columbus, Cincinnati, Toledo, Detroit, Grand Rapids, Lansing, Chicago, St. Louis, and Milwaukee.

UA Cut at Stake

(*Continued from page* 1)

David Levinson, representing UA, claimed that any illegality before acquisition of the stock has no bearing on the contract as a contract *per se*. Urging the court to rule the contract valid, Levinson asserted that it was voluntary and that any commercial group in need of goods to continue trade enters into legitimate bargains.

The contract, which provided for UA to pay $10,000 for the one-third interest in the theatre corporation and to supply first-run pictures, has been held in escrow for the past two years, but the escrowee withdrew recently.

Warner Sparks 'Crusade'

(*Continued from page* 1)

Participating in a motion picture industry-wide rally for the Crusade for Freedom, Warner stated, "Men of good will must fight for their families and not destroy them by failing to save and defend their freedoms." He illustrated his principles of practical friendship with a brief description of the Friendship Train of which he was national chairman. Warner explained that fear ultimately will be the destruction of totalitarian countries which embezzled the rights of the individual and subordinated them to dictator governments. He urged the 3,000 listeners present to prove that Americans want freedom and to send its messages behind the Iron Curtain.

15,000 on Coast Sign Scroll

HOLLYWOOD, Sept. 27.—Hollywood studio personnel today enrolled in the Crusade for Freedom at noon-hour mass meetings, held at all major studios, with an estimated total of 15,000 persons forming lines to sign the Freedom Scroll, following addresses by industry speakers and Crusade officials.

Mass meetings were aranged by E. J. Mannix, vice-chairman of the California Crusade Committee, and Walter Wanger, Los Angeles chairman, through the cooperation of the Association of Motion Pictures Producers.

Speakers at various studios included Lieutenant General Ira C. Eaker, George Jessel, Fred S. Metzler, Louis B. Mayer, Dore Schary, Cecil B. DeMille, William Goetz, Ronald Reagan, B. B. Kahane, Glenn Ford, Gordon Youngman, Allen Wilson and Y. Frank Freeman.

U. K. Bonus

(*Continued from page* 1)

still awaits arangements which are in progress now. The agreement will be published as a governmental White Paper as soon as the necessary printing work can be arranged.

Asked why Harold Wilson, BOT president, has not implemented his frequent promises to make a declaration of the government's over-all film policy, the Board spokesman parried with the statement that the Film Council's comments on the Plant Report on the industry is due for publication in three weeks.

Quota Relief

(*Continued from page* 1)

will be 25 per cent.

The Films Council currently is endeavoring to deal with a large number of quota defaulters for the year now ending, prosecution against whom has been recommended. An example is the Prince of Wales Theatre in Leicester Square here which normally houses stage plays but which this year played "The Secret Life of Walter Mitty" for 12 weeks without a compensating British film booking, despite warnings. The case against the theatre will be heard Friday.

Legion Reviews 17; Rates One as 'C'

Seventeen additional films have been reivewed by the National Legion of Decency with one, Lux Film's "The Paris Waltz," receiving a "C" rating.

In Class A-I are Monogram's "The Hidden City" and "Silver Raiders"; Astor Pictures' "Holy Year at the Vatican"; 20th Century-Fox's "Holy Year, 1950" and "I'll Get By"; Eagle Lion Classics' "I Killed Geronimo"; Columbia's "Indian Territory" and "The Vatican"; M-G-M's "King Solomon's Mines."

In Class A-II are Warner's "The Glass Menagerie"; Republic's "Lonely Hearts Bandits" and "Prisoners in Petticoats"; United Artists' "Sound of Fury"; Paramount's "Trio." In Class B are RKO Radio's "Born to Be Bad," and Republic's "Surrender."

Flat Rentals

(*Continued from page* 1)

flected those of the New Jersey Allied membership meeting in Newark last Tuesday. He observed that "no theatre, except perhaps the deluxe, large-grossing house, is better off on percentage, if it can buy film at an equitable flat rental."

The meeting, Snaper said, demonstrated "hesitancy" on the question whether group sales or "package" deal contracts that are being applied in other territories would be suitable to the New York Metropolitan area. He pointed out that even Northern New Jersey, which is part of the area, is a "compact" exhibition sector, and might not lend itself to group selling "since," he added, "it is dependent on prior runs."

TODAY'S NEWS-MAKING STAR IS YOUR MONEY-MAKING STAR
OF TODAY AND MANY TOMORROWS, FOR AS FILM DAILY SAYS:

"CHARLTON HESTON is bound to become one of the screen's top stars. All the hoopla about him is more than justified."

A HAL WALLIS PRODUCTION

DARK CITY

DIRECTOR WM. DIETERLE
"deftly paces the suspense in punchful melodrama that unwinds at a fast clip for the cash customers."
—Daily Variety

• VIVECA LINDFORS • DEAN JAGGER • DON DeFORE

d Larry Marcus • Adaptation by Ketti Frings • From a Story by Larry Marcus

Book The Industry Short
For Disabled American Veterons—
"On Stage Everybody"

She keeps the romance running smoothly...

THE spell of this picture's song and story might suddenly be broken . . . but for film row's "first lady," the exchange inspectress.

With unrelenting vigilance, she has inspected every inch of film before each booking...checked it for worn perforations, torn splices, and other signs of wear and tear that might hinder smooth projection and mar the enchantment of the show. By this painstaking care of film and unceasing effort to keep each reel running smoothly, the inspectress has earned a place of importance behind the scenes of motion picture distribution.

And her work is all the more easily done for the quality and reliability she finds in the release prints made on Eastman film.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
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FIRST

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 68. NO. 63 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 29, 1950 TEN CENTS

RKO Will Buy Reade's Stock In N. J. Chain

$1,500,000 for 50% Share of 12 Theatres

Walter Reade has agreed to sell to RKO his 25 per cent interest in Trenton-New Brunswick Theatres, thus ending protracted negotiations and litigation over severance of the joint interest in the circuit, it was announced yesterday by Reade and Ned E. Depinet, RKO president.

The reported purchase price for the Reade interest is $1,500,000. The Trenton-New Brunswick company operates 12 theatres in the two New Jersey cities.

RKO held 50 per cent of the company's stock, and with the acquisition of Reade's interest this is increased to 75 per cent. The Frank V. Storrs estate owns the other 25 per cent, which is not included in the deal.

Under the New York statutory court

(*Continued on page 5*)

50% of TV Co's Turn Down FCC Color TV Plan

WASHINGTON, Sept. 28.—Companies accounting for almost half the nation's television output today rejected —in carefully hedged language—the Federal Communications Commission proposal that they start making their sets immediately with so-called Bracket Standards.

Bracket Standards would permit set owners to pick up CBS color signals and black and white.

The commission, in its color division on Sept. 1, said it liked the CBS

(*Continued on page 4*)

RD-DR Claims Loss In Censorship Case

WASHINGTON, Sept. 28.—The producers of "Lost Boundaries" told the U. S. Supreme Court today that they were the only ones with legal standing to challenge the Atlanta censor board's banning of its production.

The RD-DR Corp. (Readers Digest-De Rochement) filed an answer to a brief submitted recently by the

(*Continued on page 5*)

Canadian Showmen Not Singing the Blues; Their Grosses Set a Record

Ottawa, Sept. 28.—The Canadian government reports from this Capital city that box-office returns of motion picture theatres in the sprawling Dominion reached an all-time high of $78,556,700, last year, compared with the previous high of $69,619,047 in 1948.

The number of paid admissions was 238,414,900, compared with 222,616,788 in the previous year.

The number of film houses across the Dominion increased from 1,917 to 2,201.

While Famous Players' 200-odd theatres represent only about one-eleventh of the total operating, their part of the take was considerably greater because of their generally larger size and usually heavier populated locations.

Martin, Lewis Team Chosen As Top 'Stars-of-Tomorrow'

HOLLYWOOD, Sept. 28.—Dean Martin and Jerry Lewis, the former night-club comedy team, swept into prominence by appearances in Hal Wallis' two "My Friend Irma" pictures, jointly won the Number One spot in the 10th annual "Stars-of-Tomorrow" poll conducted among America's exhibitors by the *Motion Picture Herald*.

They are the first talent tandem ever to head the "Stars-of-Tomorrow" list, and they are the first comics to be named among the "Top 10" in the eventful decade of the poll's operations.

The combined vote of circuit and independent exhibitors picked the remaining nine of the Top 10 in the following order: William Holden, Arlene Dahl, Ruth Roman , Vera-Ellen, John Lund, William Lundigan,

(*Continued on page 5*)

Skouras, D. of J. In Decree Talks

Washington, Sept. 28.—Spyros Skouras, 20th Century-Fox president, and George Skouras, president of Skouras Theatres, New York, conferred here today with Deparament of Justice officials on theatre ownership problems involved in the consent decree being negotiated by the parent company in settlement of the government anti-trust suit.

Charles Skouras, president of National Theartes, 20th-Fox subsidiary, had been engaged in similar conferences here for the preceding 10 days.

Johnston Cites NCCJ As 1951 Campaign Is Mapped

The work of the National Conference of Christians and Jews in extending human understanding was cited yesterday by Eric A. Johnston, national chairman of this year's "Brotherhood Week" campaign, as an important contribution to the strength of America in a time of world crisis.

Johnston, a participant in a conference of American industrial leaders called by General Eisenhower to appraise American resources, absented himself from that meeting in the Waldorf-Astoria Hotel here yesterday, long enough to address the amusement industry division of the NCCJ, gathered in a nearby room in the same

(*Continued on page 5*)

'U' to Roll Out the Carpet for Ad Heads

United Nations and film industry leaders, headed by Eric Johnston, president of the Motion Picture Association of America, and Benjamin Cohen of Chile, UN Assistant Secretary-General and information head, will join Universal-International executives at a luncheon at the "21" Club here on Friday, Oct. 6, in welcoming U-I advertising and publicity representatives from all over the

(*Continued on page 5*)

20th-Fox Film Rentals Up 4.4%: Skouras

See Increase Since July 1 Leading to 'Best Year'

Twentieth Century-Fox film rentals showed an increase of 4.4 per cent in the 10 weeks following July 1, as compared with the corresponding period in 1949, 20th-Fox president Spyros P. Skouras reported to stockholders in an interim report made public yesterday.

"It is hoped that by the end of the year domestic film rentals will surpass 1949, our best year to date," Skouras said. "Foreign film rentals will be slightly less than the preceding year, but only because of the devaluation of foreign currencies.

"Theatre receipts are substantially below a year ago. A considerable part of the decline in our theatre receipts has been caused by the divesti-

(*Continued on page 4*)

20th To Continue To Produce Abroad, Says Darryl Zanuck

Twentieth Century-Fox will continue its policy of producing abroad those films whose story or background needs cannot be met or recreated in Hollywood, Darry F. Zanuck, production vice-president, told the trade press here yesterday following his return from a two-month trip to England, France, Germany and Austria.

With shooting on "Legion of the Damned" starting today in Munich and with "No Highway" underway in England, beginning last Monday, Za-

(*Continued on page 5*)

Rugoff Is Elected MMPTA President

Edward N. Rugoff yesterday was elected president of the Metropolitan Motion Picture Theatres Association at the organization's biennial meeting at the Hotel St. Moritz here. He will serve for the next two years.

Rugoff succeeds Leo Brecher, who was elected board chairman at the meeting. The board chairmanship pre-

(*Continued on page 5*)

Extend Release of 20th's 'No Way Out'

As 20th Century-Fox's "No Way Out" now makes its bow in the South, reports of censors passing the production in Ohio and Pennsylvania give it further entree throughout the country, following the recent extension of distribution in the Chicago territory after a police censor's ban was overridden.

The start of release in the South will cover the eight states serviced by the Dallas, New Orleans and Oklahoma City exchanges, backed by extensive promotion.

New Lighting Unit For Technicolor Cuts Costs: Kalmus

HOLLYWOOD, Sept. 28.—Technicolor is about to introduce a new photographic system to eliminate the need for arc-light illumination in shooting interior scenes and bringing Technicolor lighting requirements "within the range that is now used for black-and-white photography," it was disclosed here today by Dr. Herbert T. Kalmus, president of the company.

Kalmus told the press that the new system, which will be offered to the trade for use in from four to six months, will greatly reduce costs for producers using Technicolor by doing away with numerous and cumbersome arc-lights heretofore required and enabling them to substitute unfiltered incandescent lighting such as is now used for black-and-white. The saving in time, resulting in faster shooting schedules, and in lighting-equipment costs and production-crew manpower, will accrue to producers when the new system comes into use, Kalmus pointed out. There will be no increase in Technicolor costs to users, he said.

Kalmus reported that the new system, on which research has been proceeding for some time, calls for essential changes in camera, in negative, and throughout the whole laboratory process, but declined to divulge the technical nature of these changes for the present due to patent considerations. Conversion to the new system will entail extensive modification of laboratory procedure and the erection of a new building on the company's Hollywood site.

The new system will require about two-thirds as many incandescent lighting units as arc-lights used under the present methods. Kalmus also pointed out that the new system will be particularly beneficial to producers filming abroad, where there is a great lack of lighting equipment.

$20,000 for 'Menagerie'

Warner Brothers' "The Glass Menagerie" opened at the New York Music Hall yesterday to an estimated gross of a strong $20,000, it is understood.

Personal Mention

JOHN P. BYRNE, M-G-M's Eastern sales manager, will return here Monday from a vacation.

•

RICHARD HARPER, M-G-M home office sales executive, returned here yesterday from White Sulphur Springs, Va., where he spent his honeymoon.

•

ED THORGERSON, Movietone News commentator, has signed for a 26-week television news program over WPIX, starting Oct. 2.

•

LEON J. BAMBERGER, RKO Radio promotion manager, has returned here from the Kansas-Missouri Theatre Association convention in Kansas City.

•

DAN WAGNER has joined the Denver office of Realart as booker and salesman.

•

CARLOS NIEBLA, manager of M-G-M of Mexico, is here on business, accompanied by MRS. NIEBLA.

•

OCTAVIO LIEMAN, who is licensee for RKO Radio in Spain, has arrived here.

H. M. RICHEY, head of M-G-M's exhibitor relations, and actor GEORGE MURPHY will leave Kansas City today for Pittsburgh and the national Allied convention.

•

JOSEPH L. STEIN, of Sargoy and Stein, film attorneys here, has recovered from a protracted illness and is back at his desk.

•

NAT LEVY, RKO Radio Eastern division sales manager, has left here on a business trip to Philadelphia and Detroit.

•

RAY NAZARRO, Columbia director, will leave Boston Sunday for New York.

•

SMILEY BURNETT, Columbia western actor, will leave Boston for Hollywood on Monday.

•

MOE KERMAN, president of Favorite Films, has returned here from Chicago.

•

CHARLES LEVY, Walt Disney's Eastern publicity representative, has returned here from Hollywood.

Sullivan to Stump The Field for TOA

Gael Sullivan, executive director of the Theatre Owners of America, will leave here early next month on an extensive speaking tour which will keep him away from New York until after the four-day TOA Mid-Century conveniton in Houston, starting on Oct. 30.

Sullivan will address the annual convention of TESMA at the Stevens Hotel in Chicago on Oct. 9, on the subject "TOA and TESMA." From Chicago, he will go to Hastings, Neb., to attend a district meeting of TOA exhibitors at the Clark Hotel where he will speak on "Competitive Bidding and Industry Arbitration."

MPIC Okays Plan To Aid U. S.

HOLLYWOOD, Sept. 28.—Plans to set up a production advisory panel in Hollywood to aid the government in making informational and armed service films were approved by members of the Motion Picture Industry Council at their regular meeting last night.

Although formal submission of the MPIC plan to the government is being held up pending completion of related plans by exhibition and distribution, as agreed to at the recent COMPO meeting in Washington, MPIC met and discussed the topic thoroughly.

Charles Ferguson, 75

Charles Ferguson, 75, veteran Loew's theatre manager, died in St. Petersburg, Fla., on Tuesday, it was learned here yesterday. Ferguson, who retired in 1947, had served 41 years with the company, 17 of them as manager of Loew's Lincoln Square Theatre here. In later years he acted as relief manager on the Loew's New York Circuit.

Sears Breached Pact, UA Answer Asserts

United Artists asserted yesterday in answers filed in U. S. District Court here to Gradwell Sears' suit for $14,000 allegedly due him in back salary, that the former company president, who has meanwhile become general sales manager, breached the terms of his employment contract by being absent from duty for five weeks in July and August. That was the reason why the company did not pay Sears, then president, his weekly salary of $2,500 for those weeks, the UA document stated.

The single-page answer also contained a statement of general denial of all allegations made in Sears' complaint, and asked for dismissal of the action. Sears' complaint claimed the $14,000 is owed him for the period because his absence was due to illness.

Not to Distribute Louis Fight Film

Decision not to distribute the Joe Louis-Ezzard Charles fight pictures taken Wednesday night was reached by RKO yesterday because of their lack of "dramatic excitement," an RKO official said. A crew from RKO Pathe photographed the bout at Yankee Stadium for RKO and Madison Square Garden Corp.

Goldstein in Atlanta For Final Mono. Meet

Morey Goldstein, Monogram-Allied Artists national sales manager, is in Atlanta from New York to preside over the third and final regional meeting of salesmen and bookers. Attending will be the personnel of Atlanta, New Orleans, Charlotte and Memphis branches. James Prichard, Dallas branch manager, will also attend. The meeting will be held tomorrow.

Mono. Home Office Votes for 'No Union'

Monogram's home office "white collar" workers voted in a National Labor Relations Board election here yesterday to do without a collective bargaining agency.

Screen Employes Guild (UOPWA), which had been representing the Monogram workers, withdrew from the ballot prior to the election, thus giving the voters a choice between IATSE Motion Picture Home Office Employes Local No. H-63 and "no union."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Jane Wyman : Kirk Douglas
Gertrude Lawrence : Arthur Kennedy
"THE GLASS MENAGERIE"
Distributed by Warner Bros.
SPECTACULAR STAGE PRESENTATION

THE SLEEPING CITY
Starring
RICHARD CONTE
COLEEN GRAY
in Person
TONY PASTOR
AND HIS ORCHESTRA
The Five
DEMARCO SISTERS
SON & SONNY
Emcee
MYRON COHEN
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

no way out
20th CENTURY-FOX
RIVOLI
B'WAY at 49th St.
Scientifically Air Conditioned
Doors Open 9:00 A.M.

Walt Disney's
PRESENTATION OF
Robert Louis Stevenson's
Treasure Island
Distributed by RKO RADIO PICTURES INC.
Color by TECHNICOLOR
EXTRA! Walt Disney's BEAVER VALLEY Print by TECHNICOLOR
NOW BRANDT'S MAYFAIR
7th AVE. & 47th ST.

CAPITOL
B'WAY & 51st ST.
JOAN FONTAINE
ROBERT ZACHARY
RYAN • SCOTT
"BORN TO BE BAD"
IN PERSON
PHIL SPITALNY
and His Hour of Charm
ALL-GIRL ORCH.
& CHOIR Company of 40
featuring EVELYN and Her Magic Violin

ROXY
7th Ave. 50th St.
Burt LANCASTER
Dorothy McGUIRE
mister 880
ON STAGE
DICK HAYMES
PLUS BRILLIANT
NEW Ice REVUE!
DOORS OPEN 10:15 A.M.
20th CENTURY-FOX

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Memo for Marquees ★ ★ ★

Alert exhibitors everywhere will note well the full report on "Stars of Tomorrow" in this week's issue of Motion Picture Herald.

It has always been a maxim of show business that those who are quickest to recognize what (or who) the public wants are the ones who make the most money!

It is also a thoroughly known fact that the screen must constantly develop and add new stars, to maintain fresh appeal—to keep drawing its audiences of all age groups back to the theatres as frequently as possible!

Keenly aware of the great importance of these fundamentals, Motion Picture Herald has been performing what has become widely recognized as a vital service since its inauguration in 1941; we have united the thinking of the exhibitors of the U. S. A. and likewise Canada, to bring to each the consensus of opinions of all.

And now, for the tenth consecutive year, Motion Picture Herald presents its full report of its "Stars of Tomorrow" polls of American and Canadian exhibitors—with separate totals for circuits and independents, and combination of both groups for each country.

The complete report and related information and comment requires four pages—but "thar's gold in them thar pages" for all who study and fully realize their practical significance!

★ ★

Like to know how right these polls have been?
Here are some of the stars predicted during the previous nine years:

RITA HAYWORTH ★ RONALD REAGAN ★ DENNIS MORGAN ★ JACKIE COOPER ★ VAN HEFLIN ★ JANE WYMAN ★ ALAN LADD ★ BETTY HUTTON ★ TERESA WRIGHT ★ WILLIAM BENDIX ★ DONALD O'CONNOR ★ ANNE BAXTER ★ VAN JOHNSON ★ GENE KELLY ★ RODDY McDOWALL ★ JUNE ALLYSON ★ BARRY FITZGERALD ★ SYDNEY GREENSTREET ★ JEANNE CRAIN ★ CORNEL WILDE ★ JOAN LESLIE ★ ZACHARY SCOTT ★ EVE ARDEN ★ LIZABETH SCOTT ★ DAN DURYEA ★ YVONNE DE CARLO ★ ROBERT MITCHUM ★ ELIZABETH TAYLOR ★ JANET BLAIR ★ MACDONALD CAREY ★ JANE POWELL ★ ANN BLYTH ★ CELESTE HOLM ★ ROBERT RYAN ★ DORIS DAY ★ MONTGOMERY CLIFT ★ KIRK DOUGLAS ★ PAUL DOUGLAS.

★ ★

Brandt-RKO Deal at Conclusive Stage

Negotiations for the purchase of Howard Hughes' RKO Theatres stock interest which have been under way in Hollywood for the past two weeks are expected to be concluded this weekend, Harry Brandt, whose Trans-Lux Theatres would acquire the stock, said yesterday.

Brandt would not predict the outcome of the negotiations but said he would know by Monday whether the deal has been concluded or the negotiations terminated. In the current talks with Hughes on the Coast he is being represented by Sam Dembow, Jr.

Freeman Reports on Product Here Today

Y. Frank Freeman, Paramount studio operations vice-president, today will report on forthcoming product at the second and final day's meeting of division managers at the home office. His address will be preceded by a discussion of policy and sales approach which will be conducted by A. W. Schwalberg, president of Paramount Film Distributing Corp.

The policy and sales discussions will revolve around pictures which will be released by the company between now and Dec. 31, namely, "Copper Canyon," "Cassino to Korea," "Dark City," "Tripoli," "Let's Dance" and "Mr. Music."

Also participating in the meetings are Barney Balaban, Adolph Zukor, Paul Raibourn, E. K. O'Shea, Max E. Youngstein, Austin Keough, Louis D. Phillips and Oscar A. Morgan.

COMPO in Para. Building Monday

The operating staff of the Council of Motion Picture Organizations, which has been using space for the last month in the New York offices of the Motion Picture Association of America will move on Monday to its new offices in the Paramount Building.

To date COMPO's office work has been done by Arthur L. Mayer, executive vice-president, and Charles E. McCarthy information officer, with stenographic help borrowed from the MPAA. On Monday, however, Mayer said yesterday, Robert W. Coyne, general counsel of the organization, will take up his duties in the new offices, which have been furnished, and are in the Paramount Building.

RKO RADIO PICTURES, Inc.
CHICAGO Trade Screening
SAMUEL GOLDWYN'S
presentation of
"EDGE OF DOOM"
Tuesday, Oct. 3, at 11 A.M.
RKO SCREENING ROOM
1300 SO. WABASH AVE., CHICAGO, ILL.

Review

"Pink String and Sealing Wax"

(Ealing Production—Pentagon)

THE gaslight era at England's Brighton serves as the background for this macabre tale of murder, produced at Ealing studios by Michael Balcon, with Googie Withers cast as the cold-blooded poisoner of her husband, pub-owner Garry Marsh. Under the capable direction of Robert Hamer, the story, written by Diana Morgan from a Roland Pertwee play, moves along the familiar lines of period melodrama. Any audience which likes its crime films laden with suspense, spiced with humor and climaxed with ironic retribution should appreciate this Pentagon Pictures release.

Miss Withers, married to drunken brutal Marsh, would like to ditch her husband for dapper John Carol, a race-fixing ex-jockey who is in the process of discarding his current mistress, Pauline Letts. But Carol, cooly looking out for the main chance, is more inclined towards Maudie Edwards, widowed owner of a prosperous restaurant. Miss Withers, knowing she would be more desirable to Carol as the widowed owner of a pub, promptly turns her thoughts to murder. Her opportunity comes when Gordon Jackson, youthful son of the local druggist, turns from the strict regime of his own home to the pub and becomes infatuated with Miss Withers. The youth innocently remarks upon the similar symptoms of tetanus and strychnine poisoning and inadvertently gives Miss Withers a chance to steal some of the latter.

Marsh is administered the poison and his death is attributed to tetanus, leaving the murderess and her paramour, Carol, in happy control of the pub. Carol's ex-mistress suspects the murder through the unwitting babblings of a lady-like dipsomaniac, splendidly portrayed by Catherine Lacey, and the police order Marsh's remains exhumed. Desperate, Miss Withers attempts to blackmail the druggist, who is also the public analyst, into attributing the death to natural causes on the threat of exposing his son, Jackson, as her accomplice. The druggist, played by Mervyn Johns, refuses and the murderess kills herself.

Miss Withers bears the brunt of the acting chores, with Carol and Johns lending capable support in the leading roles. Light moments in the film, which tends to overreach itself in the more dramatic scenes, are provided by the minor characters, among whom are Mary Merrall, Jean Ireland, Sally Jean Howes, Maudie Edwards, Frederick Piper, John Owers and Helen Goss.

Running time, 75 minutes. Adult audience classification. For October release.

VAUGHAN O'BRIEN

Col. to End 3-Day Sales Parley Today

A three-day conference of Columbia division managers and home office sales personnel will conclude today at the Hotel Warwick here. A Montague, general sales manager, has presided over the sessions at which sales plans for forthcoming product were discussed.

Present at the meetings from the home office, in addition to Montague, were Rube Jackter, Louis Astor, Louis Weinberg, Irving Wormser, Maurice Grad, George Josephs, H. C. Kaufman, Joseph Freiberg, Seth Raisler, Morris Goodman, Vincent Borelli, Irvin Sherman and Sydney Singerman.

Managers from the field include Nat Cohn, S. A. Galanty, Jerome Safron, Carl Shalit, B. C. Marcus, I. H. Rogovin, R. J. Ingram and J. B. Underwood.

14 Films Added to Heineman Drive

Nine Equity features, four Red Ryder Westerns in Cinecolor, and "The Golden Gloves Story," have been added to the list of product available for Eagle Lion Classics' "Bill Heineman Drive" contest which began Sept. 16 and ends March 2, 1951. Cash prizes in the contest, which is open to ELC's bookers, salesmen and managers, now total $63,000.

Several independent producers, including N. Peter Rathvon, J. Arthur Rank, Jack Schwarz and Realart Productions are represented in the drive.

Appointment of drive lieutenants was announced also.

Rentals Up 4.4%

(*Continued from page* 1)

ture of theatres required under the anti-trust proceedings. Theatre receipts for the past five weeks show a moderate upturn," Skouras continued.

"By means of producing pictures in countries having currency restrictions, and through the ability to sell or invest such currencies in theatre properties where production is not undertaken, the corporation will be able to liquidate or utilize all its frozen currencies so that presently no reserves are required nor are any anticipated in the near future. An additional sum will be added to the earnings of the third quarter through the accounting for currencies in Japan and Germany accumulated by the Motion Picture Export Association. It can be said that the entire foreign currency position does not present a problem to the corporation at this time, principally because of overseas production.

"Through an increase in the number of pictures produced at our studio, there will be a 16 per cent reduction in the studio overhead. This together with other savings will result in lower average cost per picture. While we are releasing 31 pictures in 1950, 28 of which will be produced by us, we hope to release from 36 to 38 pictures in 1951, 33 of them our own production," Skouras said.

"We are just beginning to reap the benefits of this increased production. Commencing with January, we are planning to release three pictures each month, and this increase will be reflected in our gross receipts.

"Based upon this policy and the product itself, it is our opinion that we can look forward to the largest gross in the history of the company. Judging by the pictures we have been able to see," we feel hopeful.

Pressbooks Cited by Henshaw of Canada

Press books turned out by U. S. film companies yesterday came in for a special accolade from one of the leading advertising executives of Canada, Don Henshaw, who is senior executive of MacLaren Advertising Co., Ltd., of Toronto, and the representative of the Motion Picture Association of America in Canada on U. S.-Canadian cooperative projects.

He told yesterday's luncheon-meeting of the Associated Motion Picture Advertisers at the Hotel Piccadilly here that the industry should also be praised for its "demonstration of the power of condensed copy." Industry advertisements, he said, reveal that those who write the copy have an extraordinary flair for "flashing words that cause people to do things."

SIMPP to Act on French Pact in '51

Notwithstanding the report that negotiations for a new French film import agreement are expected to get underway in Paris in November between French government officials and the Motion Picture Association of America, the Society of Independent Motion Picture Producers will not take an active role in the working out of a new French agreement until after Jan. 1.

Ellis G. Arnall, SIMPP president, yesterday so advised the meeting here of SIMPP's Eastern distribution committee, which is headed by James Mulvey, president of Goldwyn Productions.

UA-TV Reports 25 New Sponsors Sold

United Artists-Television signed 25 new sponsors during the past month, it was announced here by John Mitchell, director, who said it was the largest sales volume in a 30-day period for the unit since its inception two-and-one-half years ago.

Color TV Plan

(*Continued from page* 1)

color system the best of all the color systems, but that it would like more time to study the competing proposals. It said then that it would put off a final decision until later, if the manufacturers agreed to make the sets with Bracket Standards so that there would be less obsolescence should the commission immediately approve the CBS system. If the manufacturers refused the FCC, it would authorize CBS color immediately.

Replies were in today from six companies, representing about 30 percent of the TV set output, all of them, including RCA and Allen B. Dumont Laboratories, gave various reasons why they could not agree to the commission's plans, and a seventh company, Admiral Corp., which accounts for about 15 percent of TV output was reported to have issued a statement in Chicago that it too was turning down the FCC proposal.

Replies from remaining companies, due tomorrow, (Friday), will presumably take the same line.

Because of the hedging in the replies, it is anyone's guess what the FCC will do now.

'Scheduled Showings' 'Daring': Zanuck

The 20th Century - Fox "scheduled performances" plan was called a "daring, courageous step forward" yesterday by Darryl F. Zanuck, 20th-Fox production vice-president, who cited Spyros P. Skouras, Al Lichtman and Charles Einfield for devising the idea.

Zanuck said acceptance of the plan by exhibitors and audiences could have "far-reaching consequences" in production methods. "Once a producer knows that the audience is going to see his picture from the beginning, story problems and editing are greatly simplified," he said.

Darryl Zanuck

(*Continued from page* 1)

nuck said that present 20th-Fox plans call for three pictures a year to be made in the U. K. The number of films to be produced in Continental Europe will depend upon the nature of story properties, Zanuck said.

At the same time the company will increase its production in Hollywood, the producer said, providing material for good pictures is available. "I don't want to give any fabulous figure for our production plans," Zanuck said, "for we are only interested in making pictures which will bring a good response."

Production of "Legion of the Damned" marks the first time since the war that an American company has used actual German studio facilities, Zanuck said. He spoke enthusiastically of Germany's recovery and said that its studios, though lacking in equipment, are fine plants.

Zanuck had high praise for current German product and predicted that within two years German-made films would be providing the U. S. with its greatest competition for the market in Germany and surrounding countries.

He cited "Legion," which is being produced and directed by Anatole Litvak, with Frank McCarthy as associate producer, as an example of a film which must be filmed abroad. Based on the book, "Call It Treason," the film spans the last two weeks of the tottering Nazi regime. "Only in Germany could an authentic picture of these events be made," Zanuck said.

The 20th-Fox production chief said that U. S. pictures, whose mass popularity is unquestioned throughout Europe, are gaining a "new respect" as "fine, intelligent and adult" productions in England.

Rugoff Is Elected

(*Continued from page* 1)

viously was held by Fred J. Schwartz.

Other officers elected yesterday are: Solomon M. Strausberg, first vice-president; Harry Goldberg, second vice-president; Russell Downing, treasurer, and David T. Katz, assistant treasurer.

In addition to chairman Brecher, the new board comprises: Oscar A. Doob, Downing, Goldberg, Julius Joelson, Katz, Sam Rinzler, Samuel Rosen, Rugoff, Fred J. Schwartz, Sol A. Schwartz, Strausberg and Robert M. Weitman. Organization's executive director is D. John Phillips.

NCCJ 1951 Campaign

(*Continued from page* 1)

hotel, which was well-atended by members of the division.

J. Robert Rubin, Loew's vice-president and general counsel, presiding at the NCCJ session, suggested plans for this year's observance of Brotherhood. Included is an all-industry luncheon to be held in New York on Dec. 12, anniversary of the Bill of Rights, at which citations would be presented for those having made distiguished contributions to Brotherhood ideals and accomplishments.

The annual observance of Brotherhood Week, as has been the custom for the past 15 years, would begin with Lincoln's Birthday, Feb. 12, 1951.

The meeting appointed Max E. Youngstein, vice-president and advertising-publicity director of Paramount Distributing Co., as director of advertising and publicity for this year's Brotherhood campaign. Youngstein served the campaign in the same capacity last year. An invitation was extended to George Skouras, head of Skouras Theatres here, to serve as this year's chairman of the amusement industry division. Skouras was out of town and his acceptance, consequently, was not immediately obtainable.

In the absence also of Spyros P. Skouras, 20th Century-Fox president, a report on the NCCJ international conference in Paris last summer was given to the meeting by Dr. Everett R. Clinchy, NCCJ executive director. The NCCJ has completed links with religious groups in Europe to introduce and carry on its work there, Clinchy said. Ten chapters already have been formed in Germany and others are in process in other countries outside the Soviet sphere.

Spyros Skouras has been named extension chairman of NCCJ, to carry out its international program. With the aid of Maurice Silverstone, 20th Century-Fox International president, initial steps will be taken to establish units in the 190 cities throughout the world in which the motion picture industry maintains branch offices, with personnel of those offices spearheading the organizational work.

A suggestion by Max Cohen, chief barker of the New York Variety Tent, that NCCJ field work in this country might also be extended similarly through the 34 Variety tents was favorably regarded by those at the meeting and will be put before Variety International officers in the near future.

Will H. Hays, former president of the Motion Picture Association, was a speaker at the meeting.

Filming Activities Increase on Coast

HOLLYWOOD, Sept. 28.—The production tally is up to a total of 34; eight pictures were started, while four were completed.

Started were: "Gasoline Alley," Columbia; "Korean Patrol" and "The Kid from Mexico," Eagle Lion Classics; "Bandit Queen," Lippert; "Fangs of the North" and "Cavalry Scout," Monogram; "On the Riviera" and "Legion of the Damned," 20th Century-Fox. Completed were: "Fort Savage Raiders," Columbia; "Adventures of Skipalong Rosenbloom" Wally Kline Enterprises; "Mr. Imperium" and "American in Paris," Metro-Goldwyn-Mayer.

'U's' Ad Heads

(*Continued from page* 1)

world, attending the first worldwide advertising-publicity conference in the history of the company in connection with the global launching of U-I's "Harvey."

The conference, called by Alfred E. Daff, head of foreign distribution for U-I, and David A. Lipton, national advertising-publicity director, will get underway in New York on the same day and will continue here and in Hollywood until Oct. 13.

Leaders of the Conference of Motion Picture Organizations, headed by Arthur L. Mayer, executive vice-president, will join Cohen and Johnston and his aides, Francis Harmon and Joyce O'Hara, in welcoming the U-I representatives. Publishers and editors of the trade press are also scheduled to attend.

N. J. Blumberg, U's president, will head the group of company executives attending the luncheon, including W. A. Scully, Daff, Adolph Schimel, Leon Goldberg, John J. O'Connor, Joseph H. Seidelman, A. J. O'Keefe, David A. Lipton, Maurice A. Bergman, and C. J. Feldman.

NTFC Elects Jaeger, White, Lazar, Evans

Election of National Television Film Council officers was announced at the regular fall quarterly forum and luncheon held at the Hotel Warwick here this week. They are: president, Andrew Jaeger, WABD-TV film director; vice-president, Paul White, head of Paul White Productions; secretary, Thomas Lazar, TV film director for Film Equities Corp.; treasurer, Ed Evans, TV film consultant for RKO Pathe.

Board members elected were Robert Pascow, Melvin L. Gold, Waldo Mayo, William Holland, Sally Perle, Ed Carroll, Joe Seiden, Elaine Phillips, Helen Buck, Eugene Scharin and Jacques Kopfstein.

RKO-Reade Deal

(*Continued from page* 1)

decree in the government anti-trust suit against the industry, joint partnerships of defendant companies were ordered dissolved. In its efforts to comply with the order in this instance, RKO offered to buy Reade's interest or to sell its own interest to him at current market values. Reade insisted that RKO sell its interest to him at book value of the stock, considerably lower than market value.

The negotiations continued for months with the Federal Court granting several extensions of the deadline for terminating the partnership. RKO eventually applied to the New Jersey court for an order either to terminate the partnership or appoint a trustee to carry out the dissolution. Hearings on the RKO action were completed last Friday and the court was prepared to set a date for entry of judgment when the agreement by which Reade will sell his interest to RKO was reached.

The Trenton-New Brunswick company was formed by Reade in 1922, affiliated with B. F. Keith, and Storrs.

Canadian Showmen Agree on 5 of 10

Hollywood, Sept. 28. — Canadian exhibitors agreed with U. S. showmen in five out of the 10 top selections for the Motion Picture Herald's "Stars-of-Tomorrow" poll but placed their selections in quite a different order. They voted this way:

1. Arlene Dahl	**6. Vera-Ellen**
2. Joan Evans	**7. Mercedes McCambridge**
3. Dean Jagger	**8. Mario Lanza**
4. Jeff Chandler	**9. John Lund**
5. William Holden	**10. David Brian**

'Stars-of-Tomorrow'

(*Continued from page* 1)

Dean Jagger, Joanne Dru and James Whitmore.

The 10 selected by circuit exhibitors alone were named in this order: Martin and Lewis, Miss Roman, Holden, Miss Dahl, Vera-Ellen, Lund, Whitmore, Lundigan, Jagger and Miss Dru.

The 10 selected by independent exhibitors alone were named in this order: Holden, Martin and Lewis, Miss Roman, Vera-Ellen, Lund, Lundigan, Miss Dahl, Miss Dru, Jagger and Joan Evans.

The "Stars-of-Tomorrow" poll is *Motion Picture Herald's* companion canvass to its 17-year-old "Money-Making Stars" poll, the industry's oldest and most universally accredited yardstick of talent values. Both polls are conducted annually by direct-mail sealed-ballot and present the findings of theatre operators, both independent and circuit, in intimate and constant contact with the public that speaks its mind in the crystal-clear language of the box office dollar.

The search for fresh talent for the nation's screens, always of keen interest to exhibitors, has received added impetus in a proposal, initiated by Leonard Goldenson, United Paramount Theatres president, that the Council of Motion Picture Organizations sponsor a nationwide poll among motion picture patrons, who would vote for farovite new personalities. COMPO is expected to consider the plan at its next executive committee meeting.

Last year's Top Ten in the "Stars-of-Tomorrow" poll were Montgomery Clift, Kirk Douglas, Betty Garrett, Paul Douglas, Howard Duff, Pedro Armendariz, Dean Stockwell, Wanda Hendrix, Wendell Corey and Barbara Bel Geddes.

RD-DR Claims Loss

(*Continued from page* 1)

Atlanta censors, in which the censors claimed that only Film Classics, original distributor of the film, had been denied the right to show the film in Atlanta and so were the only party who could legally challenge the censors' ruling in Federal Court.

The producers told the high court that Film Classics had been dissolved and its distribution rights in the film terminated. The statement said that RD-DR is now the only company suffering a loss from the Atlanta ban and therefore it is clearly the party to bring the action to the high court.

The case has been taken to the Supreme Court in the hope of getting a clear-cut ruling on the constitutionality of zonal censorship laws for the entire country.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION CLASSICS	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO
Aug. 13	(Aug. Releases) **IN A LONELY PLACE** Humphrey Bogart Gloria Grahame D—94 min. (Rev. 5/17/50)	(Aug. Releases) **DESTINATION MOON** (Color) John Archer Warner Anderson D—91 min. (Rev. 6/26/50)		**TRIPLE TROUBLE** Bowery Boys CD	(Aug. Releases) **THE FURIES** Barbara Stanwyck Wendell Corey D—109 min. (4926) (Rev. 6/27/50)	**VIGILANTE HIDEOUT** Alan Rocky Lane O—60 min. (Rev. 8/4/50)		(Aug. Releases) **STELLA** Ann Sheridan Victor Mature C—83 min. (Rev. 7/19/50)		(Aug. Releases) **ABBOTT AND COSTELLO IN THE FOREIGN LEGION** Bud Abbott Lou Costello C—79½ min. (Rev. 7/13/50)		**FALLEN IDOL** Ralph Richardson D-94 min. (Rev. 10/4/49) (Release—Aug.)
Aug. 20	**CONVICTED** Glenn Ford Broderick Crawford D-91 min. (Rev. 7/26/50)	**THE SUN SETS AT DAWN** Walter Reed D	**A LADY WITHOUT PASSPORT** Hedy Lamarr John Hodiak D—84 min. (Rev. 7/13/50)	**SILVER RAIDERS** Whip Wilson O		**THE SHOWDOWN** Wm. Elliott Walter Brennan D—86 min. (Rev. 8/29/50)		**BROKEN ARROW** (Color) James Stewart Debra Paget D—92 min. (Rev. 6/12/50)	**THE ADMIRAL WAS A LADY** Edmond O'Brien Wanda Hendrix C—87 min. (Rev. 5/5/50)			
Aug. 27	**ON THE ISLE OF SAMOA** Jon Hall Susan Cabot D—65 min. (Rev. 8/14/50)	**EYE WITNESS** Robt. Montgomery Leslie Banks D—104 min. (Rev. 7/20/50)	**SUMMER STOCK** (Color) Gene Kelly Judy Garland M—109 min. (Rev. 8/4/50)		**SUNSET BOULEVARD** William Holden Gloria Swanson D—110 min. (4927) (Rev. 4/17/50)		**BORN TO BE BAD** Joan Fontaine Robert Ryan D—94 min. (Rev. 8/22/50)				**KISS TOMORROW GOODBYE** James Cagney Barbara Peyton D—102 min. (Rev. 8/1/50)	**THE THIRD MAN** Joseph Cotten Valli Orson Welles D—104 min. (Rev. 1/31/50) (Release—Aug.)
Sept. 3	**BEWARE OF BLONDIE** Penny Singleton Arthur Lake O—66 min. (Rev. 4/3/50) **STREETS OF GHOST TOWN** Charles Starrett Smiley Burnette O—54 min. (Rev. 8/9/50)					**LONELY HEART BANDITS** Dorothy Patrick Rob't. Rockwell D—60 min. (Rev. 8/31/50)	**JOAN OF ARC** (Color) Ingrid Bergman Jose Ferrer D—145 min. (Rev. 10/20/48)	(Sept. Releases) **THE BLACK ROSE** (Color) Tyrone Power Orson Welles D—120 min. (Rev. 8/7/50)	**THE MEN** Marlon Brando Teresa Wright D—85 min. (Rev. 5/19/50)			
Sept. 10	(Sept. Releases) **THE PETTY GIRL** (Color) Robert Cummings Jean Caulfield D—87 min. (Rev. 8/18/50)	(Sept. Releases) **NAUGHTY ARLETTE** Mai Zetterling D—86 min. **HIGH LONESOME** John Barrymore, Jr. Lois Butler O—81 min. (Rev.8/8/50)	**A LIFE OF HER OWN** Lana Turner Ray Milland O—108 min. (Rev. 8/11/50)	**BIG TIMBER** Roddy MacDowell O	(Sept. Releases) **FANCY PANTS** (Color) Bob Hope Lucille Ball C—92 min. (5001) (Rev. 7/19/50)	**FRISCO TORNADO** Alan Rocky Lane O—60 min. (Rev. 9/11/50)	**WHERE DANGER LIVES** Robert Mitchum D—84 min. (Rev. 6/16/50) **WALK SOFTLY, STRANGER** Joseph Cotten Valli D—81 min. (Rev. 8/21/50)	**MY BLUE HEAVEN** Betty Grable Dan Dailey M—96 min. (Rev. 8/18/50)			**TEA FOR TWO** Doris Day Gordon MacRae C—101 min. (Rev. 8/15/50)	
Sept. 17	**WHEN YOU'RE SMILING** Jerome Courtland Lola Albright M—75 min. (Rev. 8/25/50) **INDIAN TERRITORY** Gene Autry Gail Davis O—70 min. (Rev. 9/7/50)	**BLACKJACK** George Sanders Patricia Roc D **HER FAVORITE HUSBAND** Jean Kent C	**DEVIL'S DOORWAY** Robert Taylor Louis Calhern D—84 min. (Rev. 5/16/50)	**LAW OF THE PANHANDLE** Johnny Mack Brown O—55 min.	**UNION STATION** William Holden Nancy Olsen D—89 min. (5002) (Rev. 7/12/50)			**PANIC IN THE STREETS** Paul Douglas Richard Widmark D—96 min. (Rev. 6/14/50) **FAREWELL TO YESTERDAY** (Documentary) 90 min. (Rev. 9/12/50)	**IF THIS BE SIN** Myrna Loy Richard Greene D—72 min. (Rev. 6/28/50)	(Sept. Releases) **SADDLE TRAMP** (Color) Joel McCrea Wanda Hendrix O—77 min. (Rev. 8/28/50)	**PRETTY BABY** Dennis Morgan Betsy Drake C—92 min. (Rev. 7/25/50)	**LIPPERT**
Sept. 24	**ACROSS THE BADLANDS** Charles Starrett O—55 min. (Rev. 9/15/50)	**PAPER GALLOWS** Dermott Walsh D	**TOAST OF NEW ORLEANS** (Color) Kathryn Grayson Mario Lanza C-M—97 min. (Rev. 8/24/50)			**PRISONERS IN PETTICOATS** Valentine Perkins Robert Rockwell D—60 min. (Rev. 9/18/50) **REDWOOD FOREST TRAIL** Rex Allen O—67 min. (Rev. 9/18/50)	**EDGE OF DOOM** Dana Andrews Farley Granger D—99 min. (Rev. 8/3/50)					**I SHOT BILLY THE KID** Don Barry O—57 min. (Release: 8/4/50) (Rev. 8/2/50)
Oct. 1	(Oct. Releases) **THE FULLER BRUSH GIRL** Lucille Ball Eddie Albert C-85 min. (Rev. 9/14/50)							(Oct. Releases) **THE FIREBALL** Mickey Rooney D-84 min. (Rev. 8/17/50)			**THE BREAKING POINT** John Garfield Patricia Neal D—97 min. (Rev. 9/11/50)	**TRAIN TO TOMBSTONE** Don Barry O—56 min. (Release: 8/11/50) (Rev. 9/7/50)
Oct. 8	**LAST OF THE BUCCANEERS** (Color) Paul Henreid Jack Oakie	(Oct. Releases) **THE SECOND FACE** Ella Raines D	**RIGHT CROSS** June Allyson Dick Powell D—90 min. (Rev. 8/16/50)	**CHEROKEE UPRISING** Whip Wilson O	(Oct. Releases) **COPPER CANYON** (Color) Ray Milland Hedy Lamarr D—87 min. (Rev. 7/24/50)	**SUNSET IN THE WEST** (Color) Roy Rogers O—67 min. (Rev. 9/27/50)	**OUTRAGE** Mala Powers Tod Andrews D—74 min. (Rev. 8/24/50)	**NO WAY OUT** Richard Widmark Linda Darnell D—106 min. (Rev. 8/2/50)		(Oct. Releases) **HAMLET** Laurence Olivier Jean Simmons D-142 min. (Rev. 7/1/48)		**RETURN OF JESSE JAMES** John Ireland D—75 min. (Release: 9/8/50) (Rev. 8/31/50)
Oct. 15	**ROOKIE FIREMAN** Bill Williams D—63 min. (Rev. 9/6/50) **BETWEEN MIDNIGHT AND DAWN** Mark Stevens Edmond O'Brien D—89 min. (Rev. 9/27/50)	**SO LONG AT THE FAIR** Jean Simmons D **ONE MINUTE TO TWELVE** D—90 min. **TWO LOST WORLDS** D—90 min.	**TO PLEASE A LADY** Clark Gable Barbara Stanwyck D		**DARK CITY** Lizabeth Scott Den Defore D—97 min. (Rev. 8/9/50)	**THE MISSOURIANS** Monte Hale O		I'LL GET BY (Color) Bill Lundigan June Haver M—83 min. (Rev. 9/25/50)	**THREE HUSBANDS** Eve Arden Emlyn Williams D	**WOMAN ON THE RUN** Ann Sheridan Dennis O'Keefe D—77 min.	**THREE SECRETS** Eleanor Parker Patricia Neal D-98 min. (006) (Rev. 8/29/50)	**HOLIDAY RHYTHM** All-Star Cast M (Release 10/13/50)
Oct. 22	**RAIDERS OF TOMAHAWK CREEK** Charles Starrett O		**THE MINIVER STORY** Greer Garson Walter Pidgeon D						**THE SCARF** Mercedes McCambridge Emlyn Williams D		**GLASS MENAGERIE** Jane Wyman Kirk Douglas D—107 min. (Rev. 9/19/50)	

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.]

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